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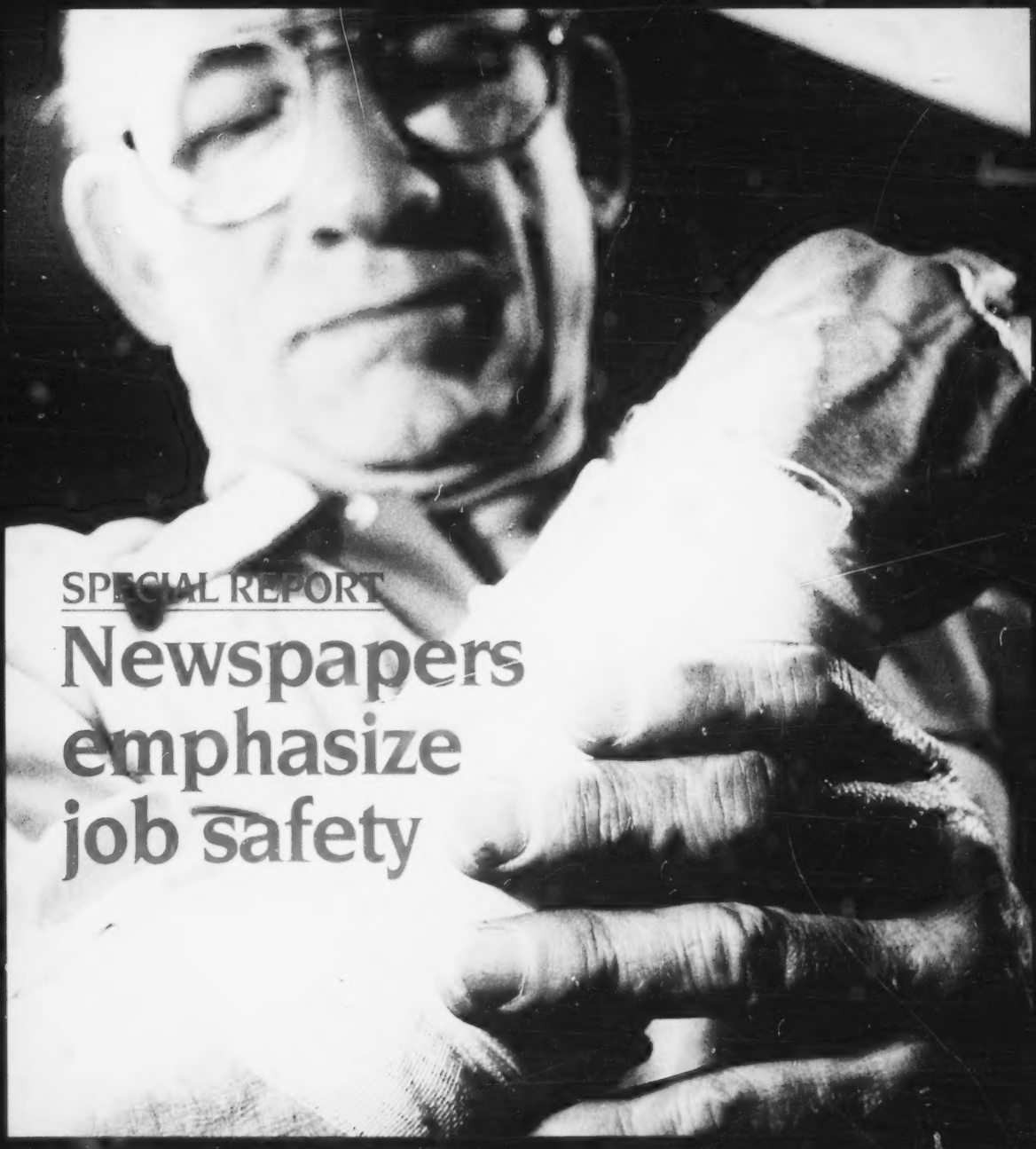

SPECIAL REPORT

Newspapers emphasize job safety

How are MBAs faring in the newspaper business?

CHAIRMAN'S CORNER

Outmoded fairness doctrine and equal time regulations threaten all editorial freedom

Charles S. Rowe, editor and co-publisher of the Free Lance-Star, Fredericksburg, Va., represented ANPA recently before the Senate Committee on Commerce, Science and Transportation. He was there to support parts of a bill (S 1917) that would repeal the so-called fairness doctrine and equal time rules that regulate our colleagues in the broadcast media.

In his testimony Charlie said, "Our American society has a great stake in preserving the ideals of a strong, free press, regardless of the sophistication of the technology by which news is disseminated. Those ideals embody the fundamental principle that the government shall have no influence over decisions regarding news content or coverage."

William C. Marcil

He hit the nail on the head.

The freedom from content control that the American people have in their newspapers—guaranteed by the First Amendment—provides the best model for maintaining the free flow concept, regardless of the communications medium used. The content of expression must be free from government influence.

When the Communications Act of 1934 became law the broadcast industry was in its infancy, and the control of that industry was in relatively few hands. The government, through a comprehensive regulatory scheme, sought to ensure a "balance" in viewpoints because the channels of communications were few. Regardless of the wisdom of that doctrine in 1934, it certainly doesn't apply in 1984. Today there are more than 9,300 radio stations and 1,400 television stations in the United States.

The tremendous competition in the information marketplace, marked by a continuing proliferation of new services, requires that the "scarcity doctrine" be put to rest.

The fairness doctrine and equal time rules are untimely, counter-productive public policy that constitutes a basic threat to the concept of editorial freedom for *all media*. Legislation repealing that policy is necessary to ensure that free press concepts in our society are not undermined by inept, outmoded government reactions to technological advances in the delivery of information.

Our Constitution reflects a confidence that accuracy and fairness will flourish if the press remains free from government intrusion into editorial decisions. ANPA shares that confidence. Congress should reaffirm that confidence.

Bill Marcil

William C. Marcil
Chairman and President

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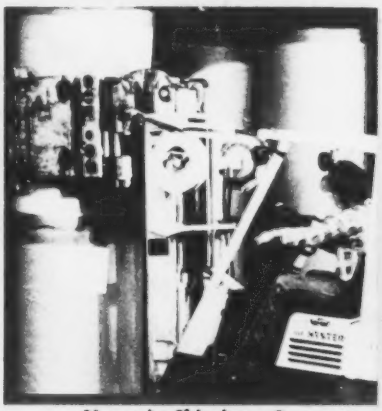

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MBAs taking top posts, but newspapers still cautious about hiring 'whiz kids'

BY MARCIA FRAM
presstime staff writer

In the past decade, the newspaper business began hiring eager young MBAs—holders of master of business administration degrees—as management trainees. Some of them subsequently took the fast lane to the top of newspaper management.

But the number of MBAs in newspapering remains small compared to many other forms of business. And there are no signs that publishers are about to step up their courtship of MBAs, occasionally referred to as "whiz kids" by resentful or envious coworkers.

For instance, in a survey of 554 of the 732 members of the Harvard Business School's 1983 class, only 13, or about 2 percent, went into any form of publishing.

"The newspaper industry has not put a premium on the MBA," says Michael A. Walker, vice president of Youngs, Walker & Co., a Chicago-based executive search firm that helps newspaper companies fill executive positions. Compared to other industries, observes Walker, newspapers remain "very inbred," requiring most people to rise through the ranks.

Another reason newspapers have not been heavy recruiters of MBA talent is the competitive salary situation. "Few papers, except the big ones, can afford to have a generalist on board who is not pulling weight in a functional area, not somehow glued to daily deadline and production schedules," says Angus H. Twombly, one of the first MBAs hired by The Washington Post and now director of consumer marketing at The Hartford Courant.

MBAs often are looking for salaries that rival those of veteran newspaper department heads. Management skills they acquired on campus, they tell prospective employers, can lead to significant cost savings and operational streamlining.

The Placement Office of the Harvard Business School reports that the salaries actually offered by newspaper publishers—while impressive by newspaper standards—fall just below the mid-range of what business school graduates can command in other industries.

For the more than 60,000 people who will finish a master's business program this year (compared to about 21,600 in 1970 and less than 5,000 in 1960), the average starting salary will be about $28,600, according to the 38th annual Endicott Report of Northwestern University.

Even though the number of MBAs hired by newspapers remains relatively small, some patterns are beginning to emerge.

One of them, a pervasive "try before you buy" philosophy, is tied to the salary situation. Newspapers that have gone after MBAs tend to take them on as interns between the two years of their graduate academic program. Not only does this give newspaper executives a chance to see what a given candidate can do, it also exposes the MBA to the excitement of newspaper publishing. Those who discover a fondness for newspaper work often end up with a willingness to forego better salary potential in other industries to pursue a newspaper career.

"The MBAs that are hired come to us, instead of us going out to find them," says Madelyn P. Jennings, senior vice president/personnel and administration for Gannett Co. Inc.

Learning the ropes. At The New York Times Co., MBA summer interns are assigned to department heads for specific projects considered beyond current staff resources. These projects are approved by the company's president, says Vice President/Personnel Guy T. Garrett.

The president also reviews the proposed career paths for each MBA who lands a permanent position at the Times. This, too, is a common element of newspapers' MBA programs.

The number of MBAs in newspapering is small compared to other businesses.

Many papers hiring newly minted MBAs are taking special precautions to avoid a common criticism that some of the new graduates, through their training and awareness of other MBAs' glowing success stories, have come to expect rapid advancement and salary increases as something to which they are entitled. A number of industries have had MBAs quit and move on because they felt they were not advancing fast enough.

Similarly, some publishers say they have encountered MBAs whose desire to take the fast track to advancement did not always correspond to the newspapers' own promotion timetable.

James H. Ottaway, Jr., chairman of the board, president and chief executive officer of Ottaway Newspapers Inc., says his company, which owns 21 relatively small dailies, found MBAs wanted to go directly into management positions without any experience, and we thought that was ridiculous." Ottaway Newspapers, owned by Dow Jones & Co. Inc., now has a policy of not hiring MBAs right out of college.

At The Washington Post, which since 1975 has hired more than a dozen MBAs—most of them from Harvard—the new MBA is run through a series of jobs, with emphasis on learning the business from the bottom up.

Mark L. Capaldini, for example, drove a Post circulation truck for four months as a distributor (including the night shift), worked as a zone manager and currently serves as circulation operations manager.

Like Capaldini, nearly all MBAs are assigned first to "line" positions with newspapers rather than "staff" positions in the corporate structure.

"I won't call it a rule," says Frank Batten, chairman and chief executive officer of Landmark Communications Inc., "but we usually won't employ one unless (that person) wants to start in advertising, circulation or production."

Degree versus experience. Among newspapers and newspaper groups that go after MBAs, opinions vary on the merits of the degree and subsequent managerial training, compared to traditional, through-the-ranks experience.

Knight-Ridder Newspapers Inc. fills more than 90 percent of management positions from within, going outside for high-level managers mostly in areas of new technology such as videotex, says Douglas C. Harris, senior vice president-personnel.

Largely because of the company's extensive internal training program, other papers often try to recruit Knight-Ridder employees, including MBA degree-holders. (See story, p. 6.) "They look at Knight-Ridder as a well of sweet water and keep coming here to drink," he says.

Harte-Hanks Communications Inc., under the leadership of President and Chief Executive Officer Robert G. Marbut, himself a Harvard MBA, is considered one of the prime employers of business school graduates, moving them around and up through the diversified company. But Marbut is also cautious about judging management talent solely by academic degrees.

"[Business school] training provides certain skills that are useful in any business, but that's not the only place one can learn those skills any more than journalism school is the only place you can learn to be a reporter," he says.

Along with the rise of the MBA—who is, after all, a person definitely oriented toward the profit margin—come fears that the editorial side of newspapers will be slighted by managers who lack strong ties to the newsgathering craft.

"It's possible to have been a history major and work into reporting. It's harder to have had no business experience and make the transition to management," says a Boston-based newspaper consultant, Steve Star.

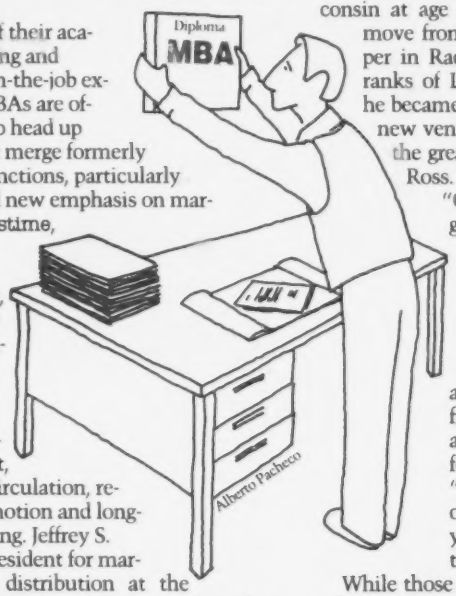
"My concern is that the requirements of [the MBA] may mean fewer and fewer of these people will have had experience on the editorial side of the house. That scares me," says Star.

Wall-breaking. While most MBAs entering the newspaper business over the past few years have not had enough experience as writers or editors to enable them to serve as a major link with the editorial department, they are nevertheless becoming a significant factor in breaking down traditional barriers between newspaper departments.

Business school graduates like to view themselves as "generalists" who see "the big picture." The contacts and experience developed by being shifted from department to department during their first few years with a newspaper often proves invaluable later on, they say.

"I can get dialogue going horizontally, rather than go up the network and back down," says Capaldini of The Washington Post. "It's remarkable how many people in circulation have never been in production, much less in the pressroom," he observes.

Because of their academic training and breadth of on-the-job experience, MBAs are often tapped to head up projects that merge formerly separated functions, particularly to spearhead new emphasis on marketing [presstime, Dec. 1981, p. 4].



Twombly, in his newly created position at The Times Mirror Co.-owned Hartford Courant, supervises circulation, research, promotion and long-range planning. Jeffrey S. Hall, vice president for marketing and distribution at the Kansas City Star and Times and another Harvard MBA, heads a similarly combined department.

Leonard Barcousky, a Columbia University MBA, was hired by The Globe-Times in Bethlehem, Pa., to launch a new Sunday edition. Reaching back to his eight years as a reporter and copy editor prior to graduate school, he was in a position to manage editorial as well as advertising, marketing and circulation planning.

While most of the MBAs now climbing up the managerial ladder knew from the beginning of their business training that they wanted to work with newspapers, others were attracted after graduation by the rare diversity the newspaper industry offers the MBA.

One of the latter is Louise Glicksman, the only MBA in a three-year management training program at The Dallas Morning News. Glicksman, currently marketing planning manager, says the master's in business administration she obtained from Southern Methodist University gave her the training to "think broadly about the newspaper business."

The upward mobility of MBAs, who often pass people with many more years in the business, has inspired some newspaper veterans to seek the degree in mid-career.

Robert D. Ross credits his 1979 MBA, earned from the University of Wisconsin at age 40, with enabling him to move from publisher of the newspaper in Racine, Wis., up through the ranks of Lee Enterprises Inc., where he became vice president in charge of new ventures in 1983. "The MBA's the greatest thing I ever did," says Ross.

"Given the proper background, the MBA can somersault you over a lot of people, eliminate a lot of steps," says Paul J. Kessinger, a former reporter in Salinas, Calif., who earned his MBA and master's in journalism from Columbia University and is now vice president for Gannett Media Sales. "But the cost of it, in terms of money and time out of your life—you really have to hit it big to justify it."

While those who hire MBAs, and those who have the degree, are clear that the MBA is becoming an increasingly common ticket for admission to the top ranks of management, much as the bachelor's degree did earlier, the ultimate success of the new crop appears to hang on the same intangible qualities that determine the careers of anyone else in the business.

"People are willing to gamble on potential on the front end," says Richard T. Schlosberg, a Harvard MBA who worked his way from business manager at the Independent-Mail in Anderson, S.C., and through other Harte-Hanks positions in Corpus Christi and San Antonio, to become publisher of The Denver Post, a Times-Mirror newspaper. "But demonstrated performance, commitment, intensity and flexibility are the ticket to successful management in newspapers," says Schlosberg.

Regardless of the degree, he adds, what counts is "demonstrated competency in getting things done." □

Succession

Grooming replacements should be company policy

BY PATRICIA P. RENFROE

The sudden departure of a key manager—through death, disability, early retirement, resignation or firing—can be crippling to the smooth operation of a newspaper.

The loss of such an employee leaves the company with a replacement problem in which delays in picking a successor will only intensify the management vacuum, as will the selection of an unqualified or untrained replacement.

That is why more newspapers are establishing management succession-planning programs.

Although not totally interchangeable, the terms "succession planning" and "management development" are frequently used by managers in such a way. This is because management development is most often the major focus of a succession plan, even if the plan incorporates other approaches for replacement, such as using a search firm [presstime, Sept. 1983, p. 42].

Succession planning involves two key elements: identifying candidates for succession, and establishing that the candidates are properly groomed to step in when needed.

A commonly accepted management dogma is that a primary responsibility of any manager, regardless of level, is the identification and development of a potential replacement, thereby ensuring organizational continuity.

In a 1981 survey by ANPA's Labor and Personnel Relations Department, member newspapers were asked: "Do you have a formal management development program which systematically identifies management potential and provides training/growth opportunity for employees?"

Of the 529 newspapers responding, 142, or 26.8 percent, said they did have such a system. Of those, 36 percent (51 newspapers) were under 25,000 circulation, and 64 percent (91 newspapers) were over 25,000 circulation.

Newspaper groups, whether publicly or family-owned, have definite advantages over individual newspapers in developing a succession-planning system. A group provides not only a larger resource pool from which to select succession candidates, but it also can offer greater variety of supervisory and management experience through internal transfers.

Various plans. Two large newspaper groups that are using management-development programs in an effort to assure a cadre of potential managers are Knight-Ridder Newspapers Inc. of Miami, which has the older of the programs, and Harte-Hanks Communications Inc. of San Antonio.

Harte-Hanks executives Floyd Whellan, senior corporate director/human resources, and Barry E. Box, senior director, human resources newspaper operations, described their company's system in an article for Personnel magazine.

In addition to identifying and having available a pool of potential managers, they wrote, the Harte-Hanks program has another major objective: ascertaining the career desires of their employees.

Knight-Ridder's plan operates by placing senior executives in one group, Level I, with managers and supervisors assigned to Level II. Audits regarding the perceived advancement potential of employees in each level are conducted in alternate years. A third level, which can be reviewed at any time, consists of employees who are not managers but who are considered to have supervisory capabilities.

Employees who have been recommended as succession candidates are given a battery of tests as well as a series of interviews to further determine managerial potential and interests.

According to James R. Schober, personnel director at the San Jose (Calif.) Mercury and News, his papers replaced a high-level editor and a controller using Knight-Ridder's internal-succession system.

Park Newspapers Inc. of Ithaca, N.Y., has been using an informal succession system for a number of years. "With 25

Wyoming publisher Lindsey says small papers have problems finding successors.

Renfroe is manager/personnel relations in the ANPA Labor and Personnel Relations Department.

dailies and 43 weeklies, we have a lot of internal talent and experience to draw upon," says J. Allen Meath, executive vice president and chief operating officer.

Park's plan has been used successfully to find general managers and controllers without going outside the group. The company provided enough management-development experience which, combined with a college degree, allowed the company to promote one employee through the ranks from pressman to assistant general manager.

"We don't do psychological testing or use a 'shrink,' " Meath says. "Rather, we look at people on the job at the local level."

When Meath visits the group's newspapers, he talks with the publisher and other managers, asking them to identify employees who they believe are capable of moving beyond their current job responsibilities. The company then tries to determine what training may be needed to prepare such an employee for a promotion.

Meath says the company must be open and honest with employees about their abilities. "If employees are promoted, and then do not make satisfactory progress in the new position, we tell them that they probably aren't in the right job. Then we either relocate them or put them back in their previous newspaper in a slot where they can be successful," he says.

McClatchy Newspapers of Sacramento, with seven daily newspapers ranging in circulation from 5,000 to 180,000, has a plan which Keith Fuller, director of employee relations, refers to as "semiformal."

Besides requiring regular employee evaluations, McClatchy asks supervisors and managers to answer this question: "Who could replace you within the next six months, or within the next year?" A list of suggested training is developed for the identified employees. Through this internal system, newspapers in the group have been able to secure a general manager and two editors within the past year.

Small groups, independents. For small groups or for independent newspapers, succession planning can be more difficult.

Michael D. Lindsey, publisher of The Torrington (Wyo.) Telegram and owner of six other weeklies, recently was able to shift a news editor from a smaller publication to the general manager's slot of a larger newspaper, but this left a vacancy at the smaller paper.

"When you are talking about less than five employees at some newspapers, then there isn't much possibility of a succession plan, so we have to fill most managerial vacancies by outside recruitment," he says.

Individual papers, as well as the groups, are attempting to find ways of reducing the time, confusion and expense of replacing management personnel, using the same succession-planning criteria and goals.

Family-owned newspapers are frequently able to fill their top positions with members of the family [presstime, Nov. 1983, p. 47]. But Lindsey believes he and his wife, Pat, will eventually sell the group of papers because their children have expressed other career interests.

Individual papers, as well as the groups, are attempting to find ways of reducing the time, confusion and expense of replacing management personnel, using the same succession-planning criteria and goals.

Three goals of the succession plan implemented during the past two years at The Courier-Journal and The Louisville Times are efficiency in recruiting managers, increased productivity and improved employee morale. Charles R. Gatlin, manager of training and development, says the program is being used to identify potential first-line supervisors and executives through mid-level management. He expects the program to grow to include higher level managers.

But the process of identifying potential supervisors or managers is handled differently at the Louisville newspapers. Instead of asking managers to select potential successors, the papers established a computer-based skills bank that specifies all training that individuals receive. Gatlin believes any newspaper could set up such a program at no great cost. The hardest step, he says, is gathering large amounts of information and then condensing it for the computer program.

"We didn't wait to be included in mainframe computer time," Gatlin explains. "Instead, we used the personal Apple computer and developed the program we needed."

A job-posting process at the Louisville dailies enables the human resources management staff not only to fill positions, but also to discover employees' interests regarding advancement.

At The Arizona Republic and Phoenix Gazette, succession planning is incorporated into a management by objective, or MBO, program. "We make succession planning a line item on our MBO plans," says Publisher Darrow Tully.

Managers are asked to name a potential replacement. According to William Hogan, director of operations, once a potential replacement is identified, the training required for development of the employee becomes a part of the boss' MBO program, and the two people subsequently are evaluated to ensure the proper development is occurring.

Whether formal, semiformal or casual, succession plans should have to some degree all of these components: human resource demand and supply forecasting, employee assessment, and career planning and development, say personnel experts.

Can a newspaper rely solely on internal development for filling managerial vacancies? Other than organizational size, the answer depends on two elements: the sophistication and breadth of the newspaper or group's succession program, and any plans to engage in new business activities, such as electronic publishing, greatly expanded marketing programs or acquisitions. □

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Mills hit with cost increases for SHIPPING NEWSPRINT

Train, barge, ship or truck? Transportation decisions can be complex

BY PAUL KRUGLINSKI
presstime staff writer

Newspapers have always been concerned with the way newsprint is shipped to their doors. After all, what good is it for the mills to turn out newsprint at relatively stable prices if transporting it is either prohibitively expensive or unreliable?

And because of federal deregulation in the last three years, U.S. newspapers' concerns about transportation costs have increased. ANPA Traffic Committee Chairman Hilton J. Wilson, director/forest products operations at The New York Times, points out that total transportation costs have gone up sharply since deregulation began—nearly 20 percent in one year alone.

"We've seen some fairly steep increases in the cost of transportation," he says. In most cases, the mills handle the details of shipping the rolls of paper, including negotiating a rate. "The cost to the mills has gone up, and they're going to have to pass those costs along" to their customers, Wilson says.

Moreover, deregulation may be opening the door to the creation of consolidated "intermodal" transportation companies that would move freight via rail, water and/or highways. What effect this type of arrangement might have on rates and service is a subject of lively discussion.

For legal, financial and competitive reasons, mills are very reluctant to discuss transportation costs. Several mill representatives say that on the average, the cost of transportation can account for 15 percent of the price of newsprint, but one Canadian mill says the cost can be as much as 25 percent of newsprint's total price—currently, about $500 a metric ton.

Because the price of shipping newsprint is uniformly passed along to all customers, newspapers located relatively near mills are, in effect, subsidizing the transportation costs of newspapers farther away.

If, during the course of its travels, newsprint must be reloaded or moved from one carrier to another, the transportation cost increases considerably, according to mills' and newspapers' traffic experts.

Newsprint can be moved from the mill to the newspaper by rail, water or highway. Sometimes, a newspaper's particular circumstances—primarily accessibility—will dictate that newsprint must be delivered by a combination of means. In less complex situations, a single carrier may be able to move the rolls all the way from the mill to the newspaper plant, in which case reliability becomes the sole criterion in choosing a transportation company.

The bottom line—the cost to the mills of transporting their product—is determined by an assortment of variables, such as the existence of competing carriers, the type of transportation means available, and the size and distance of shipment.

For instance, if a large newspaper is located near a navigable body of water, the railroads will offer mills what is termed "water rates" competitive with the generally lower rates charged by ship and barge companies, according to Earl Crompton, director/controls and cost of Philadelphia Newspapers Inc.

Railways, waterways. Water shipment appears to be generally the most economical form of transportation today, Crompton says. However, primarily because of the more limited network of navigable waterways, railroads continue to be the conventional means of transporting newsprint.

An estimated 60 to 70 percent of the newsprint shipped to U.S. newspapers moves by rail either exclusively or in conjunction with another mode of transportation. In 1982, U.S. railroads transported nearly six million metric tons of newsprint, according to the Association of American Railroads.

However, railroads gradually have been

Newsprint Mills
United States and Canada

losing ground to ships, barges and trucks over the last 30 years.

About 57 percent of the newsprint supplied to U.S. users is produced in Canada, and many Canadian mills are located along the Great Lakes and the St. Lawrence Seaway, in the Atlantic Provinces or along Vancouver sound. (See Map.)

The average newsprint-carrying barge or ship has a capacity of about 7,500 tons. A mill's decision to use one type vessel or the other depends basically on geography. Typically, the newsprint is off-loaded from the vessel to a warehouse, then to a rail boxcar or truck, but in a few instances, newspapers are along navigable waterways.

St. Lawrence Seaway and Great Lakes mills use both types of vessels to deliver newsprint to midwestern U.S. points. West Coast mills prefer to use barges up and down the coast (however, a new ship dedicated to carrying 9,600 tons of newsprint recently went into service there), while newsprint bound for Eastern markets arrives primarily by ship, although some newsprint is barged from Canadian and U.S. mills to Florida.

In the past 15 years, innovations have been made in the design of East Coast vessels. Older ships were loaded and unloaded through the deck, but the newer vessels are loaded and unloaded through the sides of the ships for ease and economy.

The ANPA Traffic Committee's Wilson points out that hold-loading ships tend to produce more damaged newsprint than side-loading vessels.

Side-loading ships have other advantages, too. Canopies can be strung over the opening to protect the newsprint from foul weather, and more fully automated methods can be used to remove the newsprint from the vessel and deliver it to the warehouses.

As strange as it may sound, New York City's newspapers don't receive their newsprint by water, Wilson says, because port costs are so high—owing to a combination of factors including unloading, local trucking and pier charges.

Over the road. Mill transportation officials point out that although they usually would rather deliver their products by water or rail, sometimes circumstance prevents them from doing so.

Trucks, because they tend to charge higher transport rates for long hauls and because of their limited cargo capacity, can't serve large newspapers practically.

But for short hauls or small-volume hauls, trucks are often the choice for newsprint delivery.

"We've seen some fairly steep increases in the cost of transportation," says Hilton J. Wilson of The New York Times. "The cost to the mills has gone up, and they're going to have to pass those costs along."

"As a rough rule of thumb," Wilson says, "trucks are competitive up to 500 miles from the mill. Up to 500 miles trucking is as cheap or cheaper than railroads" for small orders.

Wilson says that more mills are contracting for discounted truck rates, or, as in the case of Kruger Inc., owning their own truck fleets.

Using trucks to ship newsprint becomes especially attractive financially, he says, if they can haul back some commodity such as paper for recycling.

Of all the geographic areas, the Southeastern mills use trucks most frequently because of the concentration of mills in that area and the mills' proximity to newspaper customers.

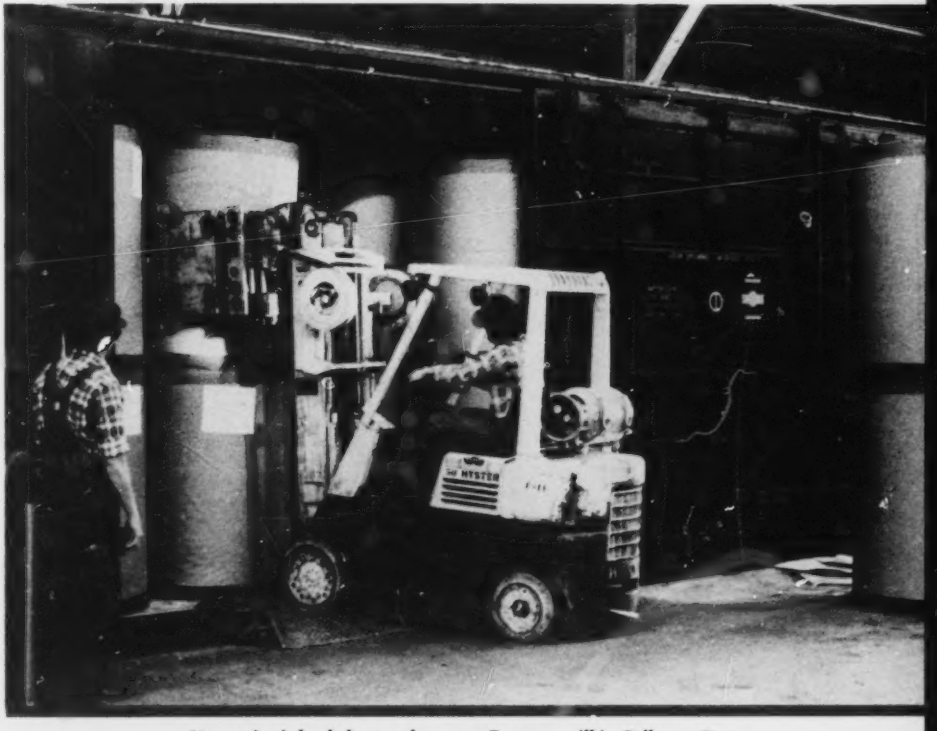
If a small newspaper orders newsprint only once a month, then the newsprint probably would be delivered by truck. Sometimes mills are in the position of being what is called "captive shippers"; that is, their transportation options are severely restricted.

In such situations, the carriers can charge the mills much higher rates. For example, where trucking in the newsprint is not feasible, a newspaper may have a railroad spur, with only one rail carrier; or the railroad may discontinue a line, thereby stranding the newspaper from rail delivery. In both situations, a captive-shipper situation is created.

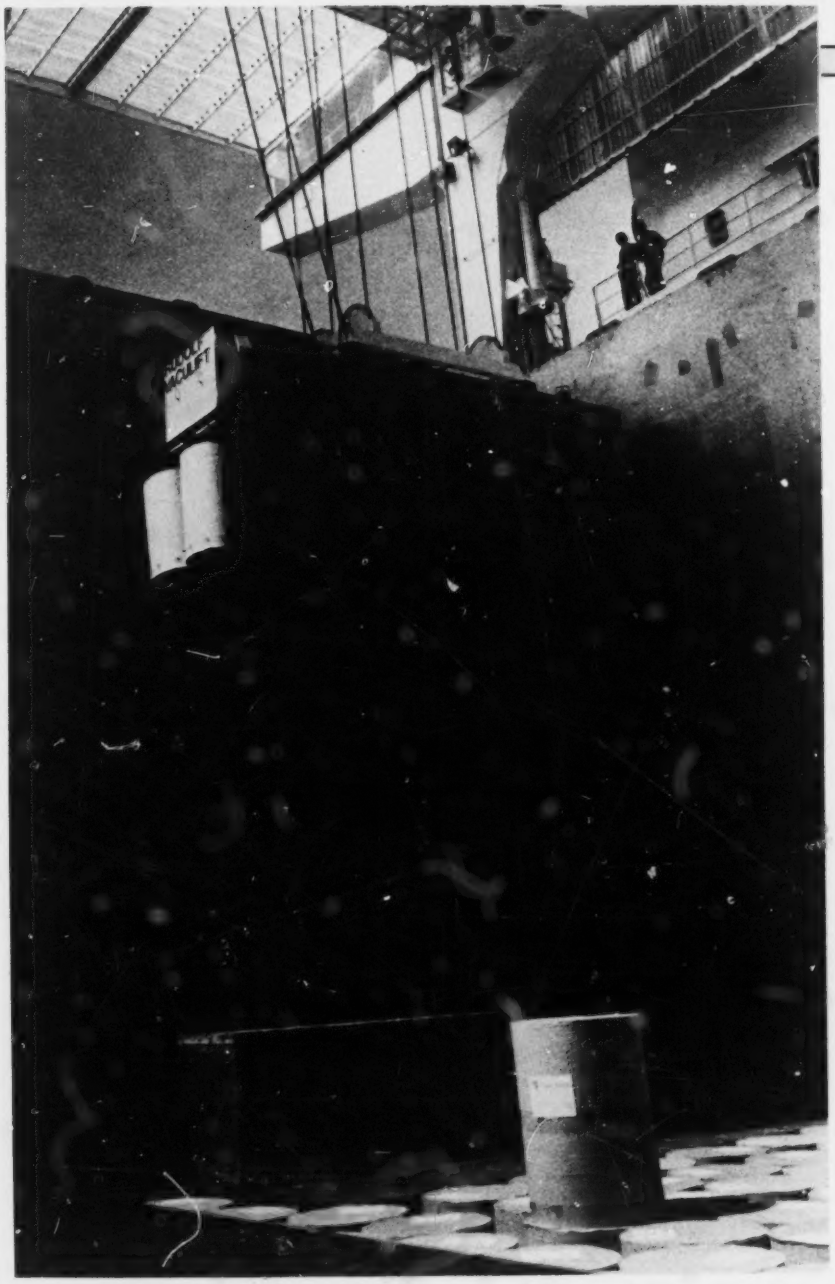
A newspaper is best positioned when its newsprint warehouse is near a waterway, railroad lines and major highways.

Damaged goods. Over the years, a major concern of newspapers and newsprint mills has been the condition in which the newsprint arrives—sometimes after a journey of several thousand miles.

There was a time when newsprint de-



Newsprint is loaded onto a boxcar at Bowater mill in Calhoun, Tenn.



Automated roll handling allows newsprint to be moved more quickly to and from barges and ships.

livered by rail was more likely to be damaged by jarring than newsprint shipped by other means. But the experts say there is now no appreciable difference in the extent of damage resulting from one form of shipment versus another.

That's because the railroads responded by introducing boxcars with "cushion underframes," which are essentially shock-absorbing boxcars. In fact, railroads, at the urging of ANPA, as far back as 1947 began seeking ways to cushion boxcars to minimize newsprint damage.

Railroads also have attacked the damage problem by using air bags wedged between rolls in the newsprint shipments. Sometimes a surcharge is added for this extra degree of protection.

However, Traffic Committee Chairman Wilson notes that all the shock absorption and air bags in the world won't reduce damage if inexperienced or uncaring railroaders treat newsprint as if it were steel instead of eggs.

Railroads have become increasingly reluctant to pay damage charges for newsprint ruined during shipping, he says, because they have tightened up their internal (compensation) procedures.

"Railroads are putting all kinds of obstacles in the way of publishers trying to collect for damaged newsprint," he says. "It's become more difficult to collect damage charges." □

Deregulation could cut boxcar supply

The media attention and public concern raised over the divestiture of AT&T on Jan. 1 somewhat obscured the deregulation of the nation's railroads that occurred the same day [presstime, Feb. 1984, p. 49].

Although it is too early to tell what effect, if any, deregulation will have on the cost of moving newsprint, Interstate Commerce Commission officials believe it will ultimately lower rail shipping costs.

ICC officials say the railroads will probably phase in new rates over a period of time rather than abruptly change their rate schedules.

While deregulation might benefit newspapers and other businesses that depend heavily on railroads, it could be bad news financially for the smaller rail carriers.

In the past, the smaller railroads routinely maintained a surplus of their own boxcars, allowed the cars to move through the larger railroad systems and then collected rental fees on the boxcars from the larger railroads. The result, according to ICC estimates, was a surplus of 50 percent more boxcars than the rail system needed.

With deregulation, says ICC economist Jack S. Ventura, there will probably be fewer boxcars available. Moreover, carriers now may charge each other whatever the market will allow when one railroad's boxcars move over another's tracks.

"I think the deregulation will improve utilization (of the boxcars)," he says. "When you free up the process, the rates will more truly reflect the economics. There is less incentive to dump cars into the system."

ANPA Manager/Newsprint and Traffic Joseph F. Prendergast Jr. points out, though, that the reduction in the number of boxcars available could have an adverse effect in getting newsprint to newspapers.

The Canadian Pulp and Paper Association, the American Paper Institute and others have intervened in a suit filed in U.S. Circuit Court of Appeals for the District of Columbia opposing the deregulation on grounds that it will result in abuse of market power, among other things. The court will hear oral arguments in May or June. □

'Oldest daily' title goes unchallenged

BY C. DAVID RAMBO
presstime staff writer

Once an issue of rather serious debate, the question of just which U.S. daily newspaper is the oldest appears to have withered away.

No one is challenging claims of The Alexandria (Va.) Gazette that it is, as its nameplate boasts, "America's Oldest Daily Newspaper"—a point highlighted by the paper's recent bicentennial observance. The Gazette was founded Feb. 5, 1784, and began daily publication 13 years later.

Even The Philadelphia Inquirer, which once insisted it was descended from an even older daily publication, has backed off and let the Gazette stake its claim to journalism-history fame.

"There is no question," says George Mair, publisher and editor-in-chief of the Gazette. "The Alexandria Gazette is the oldest daily in continuous publication in the United States."

Over the years the Gazette has prospered, sunk to near financial ruin (several years ago it was unable to meet its payroll on time), but fought back and managed to hang on.

In fact, the Gazette's 200th anniversary celebration, which included publication of a special bicentennial edition, coincided with an improving financial picture. Published Monday through Friday, the evening paper expects to show profits by the end of 1984 and thus end a 12-year period of losses.

Circulation also is on the rise, according to Mair. Paid circulation 18 months ago was about 9,000, he says; now it is up to about 13,400. An additional 6,000 copies are distributed free. Gazette circulation, principally within the city limits of Alexandria, is audited by Certified Audit of Circulations, one of several organizations that verify both paid and free newspaper circulation.

Mair attributes the paid increase "to the fact that we have repositioned ourselves in the market." Alexandria, with a 1980 population of 103,217, is located across the Potomac River from Washington, D.C.

The newspaper conducted research with the help of the University of Virginia to draw the "profile of the average Alexandrian," he says. The results showed that this fictional person is a single, 31-year-old woman who works for the federal government or a firm dependent on the government for much of its business.

Consequently, the Gazette is trying to "get away from the obit-column crowd," reports Mair, and target its content to a younger audience. For example, it has run stories on how single, working people deal with personal relationships, how to decorate an apartment for less than $1,000, and how to diagnose and repair simple mechanical problems with cars.

The paper strives to maintain its tradition of providing primarily local coverage of historic Alexandria, where residents are proud of the fact the city was founded in 1749 and was the home of George Washington and Robert E. Lee. The Gazette also seeks to "take advantage of that deadline window" enjoyed by a p.m. daily. Mair says the paper covers national and international events by using wire service reports to update the news carried in morning newspapers.

Its biggest competitor is The Washington Post, which sells about 27,000 copies a day in Alexandria. Another morning paid daily, the mail-delivered Alexandria Journal—one of five suburban Washington dailies published by Journal Newspapers Inc.—has circulation of 5,473, most of which is within the city.

The Gazette's new editorial thrust is but the latest chapter for the Gazette, founded as the weekly Virginia Journal and Alexandria Advertiser and later known as the Virginia Gazette and Alexandria Advertiser. It became Virginia's first daily April 10, 1797, under the name Times and Alexandria Advertiser. The name Alexandria Gazette was adopted in the early 1800s.

The Gazette was family-owned for most of its years until 1973, when it was purchased by the State-Record Co. of Columbia, S.C. It was sold again in 1979 to Sing Tao Ltd. of Hong Kong, which publishes Chinese-language newspapers in the United States and some English-language newspapers in Singapore and the Fiji Islands.

Although the oldest in daily publication, the Gazette is not the oldest newspaper in the country. That title appears to be held by The Hartford Courant, "the oldest continuously publishing newspaper in the country," says Kristina Goodnough, the Courant's community affairs manager.

The Washington Post

Publisher Mair displays special edition.

The Courant was founded as a weekly Oct. 29, 1764, under the name Connecticut Courant. The paper started publishing daily in September 1837.

The Philadelphia Inquirer, when owned by Walter Annenberg, claimed it was the oldest daily by virtue of its ties to the Pennsylvania Packet, founded in 1771 as a weekly but changed to a daily in September 1784. The Packet later was purchased by another Philadelphia newspaper, the North American, which was merged with the Public Ledger in 1925. The Inquirer purchased the Ledger in 1934.

But Knight-Ridder Newspapers Inc., which purchased the Inquirer in 1969, dropped the oldest-daily claim. William W. Broom, Inquirer vice president of public affairs, says, "It would be as if you married a woman who was a descendant of George Washington and then claimed you were a descendant of George Washington."

The late Frank Luther Mott, former dean of the University of Missouri School of Journalism, once wrote in a piece on old newspapers that it is not uncommon for newspapers and magazines "to take over the founding dates of publications they have absorbed in order to gain a certain age prestige."

Mott added that "such practices make the careful historian squirm." □

Times v. Sullivan

Twenty years later, the celebration is muted, as erosion of this sweeping libel ruling continues

BY KATHARINE P. DARROW

Celebrations are being planned to commemorate the 20th anniversary of the U.S. Supreme Court's decision in *New York Times v. Sullivan*. That decision is customarily referred to in Homeric style as a "landmark decision," a "seminal opinion" that abruptly changed the state of libel law with radical and far-reaching consequences. Yet the benefit of hindsight obliges us to note that 1984 is also the 10th anniversary of the Supreme Court's decision in *Gertz v. Welch*; and as we contemplate these 20 years of libel law, we must consider whether *Sullivan* still gives us reason to celebrate.

A brief history lesson is in order.

On March 29, 1960, there appeared in The New York Times a full-page advertisement signed and paid for by the Committee to Defend Martin Luther King and the Struggle for Freedom in the South. Under the heading, "Heed Their Rising Voices," the advertisement began with the assertion that the non-violent student movement led by Dr. King was being met with "an unprecedented wave of terror by those who would deny and negate [the Constitution]. . . ." There followed a series of paragraphs describing events that purportedly illustrated the wave of terror. The two paragraphs that became the basis for the Sullivan suit read:

> **(Third paragraph)** "In Montgomery, Alabama, after students sang 'My Country, 'Tis of Thee' on the State Capitol steps, their leaders were expelled from school, and truckloads of police armed with shotguns and tear-gas ringed the Alabama State College Campus. When the entire student body protested to state authorities by refusing to re-register, their dining hall was padlocked in an attempt to starve them into submission."
>
> **(Sixth paragraph)** "Again and again the Southern violators have answered Dr. King's peaceful protests with intimidation and violence. They have bombed his home almost killing his wife and child. They have assaulted his person. They have arrested him seven times—for 'speeding,' 'loitering' and similar 'offenses.' And now they have charged him with 'perjury'—a *felony* under which they could imprison him for *ten years*. . . ."

Below the text of the ad was an endorsement of the appeal and a list of names with titles identifying 18 of the endorsers as clergymen in Southern cities.

L. B. Sullivan was one of three elected city commissioners of Montgomery, Ala. As commissioner of public affairs, he had supervisory authority over the Police Department as well as other public services. Feeling personally aggrieved by the ad published in the Times, Sullivan wrote to the newspaper demanding a retraction.

The paper's lawyers wrote back that they did not think the ad referred to Sullivan, but they invited him to explain in what way he felt the ad libeled him.

Sullivan did not reply. Instead he filed a civil suit for libel against the Times and four of the black clergymen whose names had been listed as endorsers of the ad's appeal. Shortly thereafter Alabama Gov. John Patterson also wrote to the Times and demanded a retraction. Interestingly, the Times published a retraction for the governor. The governor filed suit nevertheless, claiming damages of $1 million In short order, the other two Montgomery city commissioners also sued, for $500,000 each.

As the Times had learned after publication, some of the statements in the third and sixth paragraphs were not entirely accurate. Most pertinently, the campus dining hall had not been padlocked, and only a few students may have been barred from eating there because they had not properly applied for meal tickets. The police did not "ring" the campus after the students' demonstration at the State Capitol, though large numbers of police were deployed near the campus a few days later. Dr. King had been arrested four, not seven times; and so on.

Katharine P. Darrow

Sullivan's lawsuit was tried before a jury in the Circuit Court of Montgomery County. Sullivan argued that because he had supervisory authority over the police in Montgomery, the reference to the police in the third paragraph and the references to arrests in the sixth paragraph all referred to him. He further claimed that the ad could be read as imputing to the police—and therefore to him—the padlocking of the dining hall and the acts of intimidation and violence described in the sixth paragraph.

The trial judge instructed the jurors that under Alabama law, the statements in the advertisement were libelous *per se* and not privileged. Therefore, if they found that the statements referred to Sullivan, the law would assume legal injury even though Sullivan did not prove his reputation was harmed; and if they found the defendants had acted with malice, punitive damages could be awarded even though actual damages had not been proved.

The jury awarded Sullivan damages of $500,000, the full amount he had claimed. Not long after, the second commissioner to sue also won an award of $500,000.

While the Times and the individual defendants appealed the *Sullivan* award to the Alabama Supreme Court and then to the U.S. Supreme Court, 11 libel suits by local and state officials, claiming a total of $5.6 million in damages, were pending against the Times in Alabama.

During the argument in the U.S. Supreme Court, Justice William J. Brennan Jr. asked counsel for the Times whether the size of the damage award and the fact that the jury was free to make an award of any size were part of the Times' First Amendment argument. The Times' attorney

Darrow is general counsel of The New York Times Co.

remarked: "The size of the award is part of our argument on the evidence. . . . [S]urely there was no evidence to sustain a judgment of this sort which is a death penalty for any newspaper if multiplied."

Was he exaggerating? In 1964, The New York Times Co.'s net income was $4,253,000. If the *Sullivan* award had been upheld and the other three cases based on the same ad had followed their expected course, the Times would have had to pay a minimum of $2.5 million. With seven unrelated suits pending in Alabama alone, it was hardly an exaggeration to call the situation life-threatening.

In the earlier appeal to the Alabama Supreme Court, the Times argued that under the First Amendment, a state could not impose a rule of strict liability for libel. As noted previously, Alabama's law presumed injury if the plaintiff could show that the defendant had published a libelous statement about him. The state Supreme Court summarily dismissed the newspaper's argument, citing the U.S. Supreme Court for the assertion that "[t]he First Amendment of the U.S. Constitution does not protect libelous publications."

Writing for a unanimous U.S. Supreme Court, Justice Brennan declared that libel, like contempt, obscenity and other "formulae for the repression of expression," was not immune from constitutional scrutiny. "It must be measured by standards that satisfy the First Amendment."

Because Alabama's law of libel did not give would-be critics of official conduct any latitude for error, Brennan said, "[i]t is inconsistent with the First and Fourteenth Amendments." He wrote:

> The constitutional guarantees require, we think, a federal rule that prohibits a public official from recovering damages for a defamatory falsehood relating to his official conduct unless he proves that the statement was made with "actual malice"—that is, with knowledge that it was false or with reckless disregard of whether it was false or not.

The Supreme Court ruled that Sullivan had failed to prove the Times had published the advertisement with "actual malice." The mere fact that the newspaper may have had stories in its files that would have indicated the statements in the ad were false did "not establish that the Times 'knew' the advertisement was false, since the state of mind required for actual malice would have to be brought home to the persons in the Times's organization having responsibility for the publication of the advertisement," the court held.

Brennan's definition of actual malice made it plain that the new federal rule was something quite different from the common-law meaning of malice in the sense of ill will.

On the 10th anniversary of Sullivan, *the publishers probably forgot to celebrate because libel was not much on their minds. Thus it was a rude shock when the Supreme Court suddenly revitalized libel law with its decision in* Gertz.

In cases that followed, the Supreme Court clarified the subjective nature of the actual-malice test, explaining that it could only be met with proof of deliberate falsification or of a "high degree of awareness of . . . probable falsity." The court stated, "There must be sufficient evidence to permit the conclusion that the defendant in fact entertained serious doubts as to the truth of his publication."

Following the guiding principle "that debate on public issues should be uninhibited, robust, and wide-open . . .," the court soon extended the *Sullivan* rule to libel plaintiffs who were not public officials but were public figures. By 1971, when the court applied the rule to a private-figure plaintiff who was involved in a controversy of substantial public concern, libel had become a matter of some academic interest but virtually no real threat to publishers.

On the 10th anniversary of *Sullivan*, the publishers probably forgot to celebrate because libel was not much on their minds. Thus, it was a rude shock when on June 25, 1974, the Supreme Court suddenly revitalized libel law with its decision in *Gertz v. Welch*.

In *Gertz*, the court retreated from its most recent extension of the *Sullivan* rule to a private-figure plaintiff. The court held that in libel suits brought by private figures, the states were free to impose standards of proof less strict than the actual-malice test, so long as the standard involved some degree of fault.

A publisher still could not automatically be held liable for publication of a defamatory falsehood; however, the First Amendment would not be infringed if a private person recovered damages for a libel published through negligence but without actual malice.

In the 10 years following *Gertz*, the Supreme Court has not decided a libel case in favor of the press. It has defined more and more narrowly the category of public figures who must meet the *Sullivan* test. Giving new significance to the subjective nature of the actual malice test, the court has allowed libel plaintiffs to engage in searching discovery of reporters' and editors' thought processes and newsroom discussions as evidence of their subjective states of mind.

Given the extraordinary cost of such discovery—in terms of the principle of editorial freedom as well as the dollar cost of legal fees—a publisher today is hard-pressed to decide whether the risk that a private figure will win a multimillion dollar judgment on a showing of negligence is more or less threatening than the risk involved when the plaintiff is found to be a public figure, and the publisher must rely on the somewhat dubious protection of the *Sullivan* rule.

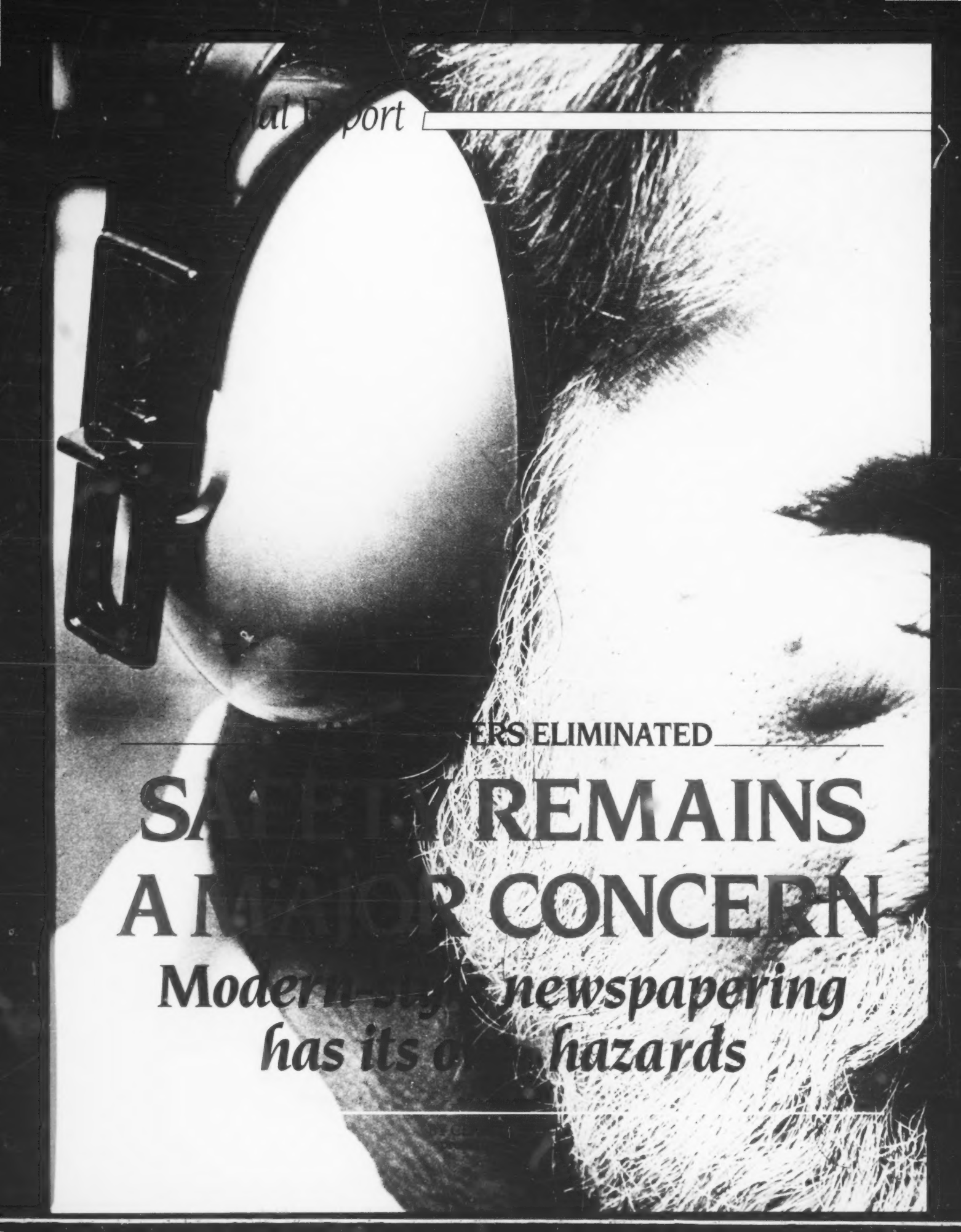
When the *Sullivan* opinion was published in 1964, little attention was paid to Justice Brennan's bold assertion that in First Amendment cases the Supreme Court could—rather, should—examine the factual record to ensure that the Constitution was given proper and sufficient deference in the lower courts' application of law to the facts.

Such *de novo* review is exactly what the court did in *Sullivan*. And it is what appellate courts have continued to do in First Amendment cases over the past 20 years.

In recent years, media defendants have lost 90 percent of libel cases tried before juries, often incurring huge damage awards. But on appeal, after the appellate court's re-examination of the case in light of the First Amendment, the same defendants have had about 68 percent of the adverse decisions overturned.

Pending now before the Supreme Court is a case called *Bose v. Consumers Union*, in which the main issue before the court is whether *de novo* review of First Amendment cases is proper and permissible. If this "other" rule of the *Sullivan* case is overturned, publishers will be once again at the mercy of juries whose passions and prejudices today are no less inflamed than they were in Alabama in 1964.

It is ironic that the 20th anniversary of *Sullivan* will inevitably be another watershed in the history of libel law. □



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SA... REMAINS A... R CONCERN

Moder... newspapering has its o... hazards

Talk with some veteran production employees if you want an idea of how much safer newspaper work is nowadays. "I recall shoveling metal shavings into hand carts for delivery to the melting pots," says Mitchell M. Stepniewski, 62, who started at the South Bend (Ind.) Tribune as an apprentice stereotyper in 1946. "It was heavy and hot work. Coal-fired furnaces were hard to keep at level 600-degrees temperature. Frequent splashes were caused when moisture got into the molten metal. My biggest concern was the weight—40-pound stereotype plates and 150- to 200-pound base plates. The fumes, the heat and whine of the Autoplate and flat saws—I remember them all."

The current era of "cold type" production "is 2,000-times better," Stepniewski believes. "Now, it's clean, lightweight and certainly safer work. . . . I'd say the risks are minimal by comparison."

But the substitution of video display terminals and phototypesetters for Linotypes and stereotype machines has not meant an elimination of safety and health problems at newspapers.

In 1982, for example, there were about 19,400 reported job-related injuries at U.S. daily newspapers, according to the Department of Labor's Bureau of Labor Statistics. With total newspaper employment of about 425,000, that means there was one injury for every 22 employees. Still, that marked an improvement from a decade earlier when newspaper injuries totaled one for every 17 employees.

Figures prior to 1972—in the hot-metal era of newspapering—were compiled on a different basis and are not directly comparable.

While the severity of many newspaper injuries is far less than in the hot-metal days, the modern era has its own, unique concerns. High on that list is VDT safety. VDT use has been studied and debated for about half a decade, with most authoritative reports proclaiming the terminals as safe as home TV sets. There is, however, concern over musculo-skeletal and eyestrain complaints associated with VDT use.

Other things being used at newspapers today—lasers, wash-up solutions, chemical solvents, ink, even X-acto knives—are under scrutiny for possible health and safety problems.

None of these, however, is going to cause the newspaper business to break into the National Safety Council's dangerous-industries list, populated by such fields as transportation, shipbuilding and meatpacking.

Nonetheless, fatalities do sometimes occur in newspaper work. The council reports there were two fatalities in 1982, three in 1981 and four in 1980. Although the council does not identify the cause of the deaths, the few fatalities that do occur in the newspaper industry are usually related to delivery-vehicle accidents, rather than in-plant mishaps, the safety experts say.

Changing times. Compared to the way things were, today's problems appear to be relatively insignificant. No longer are bubbling metal, fumes and acids part of the newspaper workplace.

At the South Bend paper, for instance, "We used to work with nitric acid and had to wear rubber gloves and aprons," says John A. Sommer, 55, foreman of the camera/platemaking department, who started with the newspaper as an engraver in 1953.

"In addition to the risk of acid burns, there were the fumes from the etching of zinc and magnesium plates. Also, we could not avoid splashing acid on our clothing, and trousers would last about six weeks at the most. Now, the plastic plates are washed with water. It's a lot cleaner, healthier and safer," he notes.

Thomas E. Mellander, 52, began working for the Tribune as an engraver in 1951. "Before the automatic processor," he says, "I remember working with acetic acid in the 'stop bath' processing of film. Because it was done in open trays, the pungent fumes were unpleasant if not harmful. Also, we used what was called 'dragon's blood' (a red powder) in preparing line engravings for the etching operation. The elimination of routers and all those flying metal chips has consequently eliminated another hazard."

In fact, the newspaper composing rooms of those days were rated under workers' compensation insurance as "high-risk" operations because of hot metal and bench saws.

For insurance purposes, today's cold-type composing rooms can be considered at risk rates comparable to business offices.

Many newspapers found they could save thousands of dollars in insurance premiums by having their composing rooms classified as a clerical rather than a mechanical operation. For example, Louis J. Franconeri, vice president/operations for The Baltimore Sun, reports that as far back as 1971 the Sunpapers saved $12,000 a year by reclassifying the composing room.

Even further back, in 1959, an agency recognized by all insurance carriers and state fund administrators—the National Council on Compensation Insurance—classified photocomposition workers alongside artists, designers and clerical employees, a classification that carries a lower workers' compensation insurance rate than employees classified under "newspaper publishing" or "printing."

"There is no dangerous area of the newspaper if you know what you're doing," says Mary Trossen, employee relations manager of the Dallas Times Herald. "We don't have equipment that jumps out and grabs you."

Most newspaper safety specialists report back injuries, especially in the circulation department, are the most common type of injury. In fact, this is the most common injury in all industries, according to Dr. Wayne O. Buck, medical director of the Los Angeles Times and The Times Mirror Co. "Back injuries account for the greatest percentage of lost-time days," he says.

The second most common type at newspapers is hand injuries, which can range from an imbedded sliver of metal to crushed fingers. Trossen says a problem of hand cuts in the pressroom caused by handling thin plates was "easily solved" by making it mandatory to wear safety gloves.

"Most accidents result from the improper use of equipment and tools," says John C. Risler, safety manager of The Miami Herald—"for example, using a crowbar as a hammer."

Federal regulations. Coinciding with newspapers' switchover to cold-type production was a heightened concern among lawmakers and bureaucrats about on-the-job health and safety issues.

In 1970, Congress passed the Occupational Safety and Health

Act, and in 1971 the U.S. Department of Labor began to enforce it.

Since that time, the Occupational Safety and Health Administration has issued hundreds of regulations, many affecting newspapers, which are classified in the "manufacturing industry—nondurable goods" category.

Each year, newspapers with at least 11 employees are required to report occupational illnesses and injuries on OSHA Form 200. Using a formula that involves the number of hours worked by employees and the number of injuries and illnesses reported, OSHA determines an "incidence rate" that can be used to compare safety records.

In 1982, the newspaper injury "incidence rate"—expressed as incidents per 200,000 employee hours worked—was 5.7. This compares favorably, for example, with the 6.4 rate for printing and publishing generally and with the 9.3 rate for all nondurable manufacturing.

Despite this showing, newspapers are penalized by the Bureau of Labor Statistics, which classifies them with commercial printing and other publishing businesses under Standard Industrial Code 27. Because of that grouping, the newspaper business has been rated by the federal government as a "high-risk" industry—a classification that usually results in more workplace inspections. Conversely, a "statistically safe" classification means an end to spot inspections, a situation enjoyed by the retail-trade, finance, insurance, real-estate and certain service industries.

Despite the widespread belief that OSHA under the Reagan administration has been relatively docile, the agency reports that it performed more inspections at job sites during fiscal 1983 than it had in any of the previous seven years. Inspectors visited 68,577 work sites—an 8-percent increase over the previous high in fiscal 1980.

Of the 68,577 inspections, 61 were at newspapers. In fiscal 1982, 48 newspapers were visited.

Moreover, the government's role in protecting workers on the job seems to be expanding.

Late last year, the 5th U.S. Circuit Court of Appeals upheld the right of OSHA inspectors to ask employees to wear personal sampling devices to record the level of air contaminants or noise present in the workplace. The court's ruling in *Service Foundry Co. Inc. v. Donovan* is believed to be the first in which a court has held that the air employees breathe and the noises to which they are subjected are "conditions of employment," along with wages and hours. The company had refused to allow employees to wear the devices.

Also last year, OSHA issued new rules requiring manufacturers to label certain potentially hazardous substances handled by workers, including several used in the newspaper business, such as certain cleaning solvents. The Nov. 25, 1985, date for implementation of the standard is in question, however, because of the prospect of extensive litigation.

Probably reflecting both government and industry efforts to improve job safety and a decline in hours worked in high-risk industries, workplace injuries and illnesses overall dropped in fiscal 1982 to their lowest levels in the 10 years BLS has been tracking the figures.

Workers' compensation. Despite this improving safety performance, employers still face a nettlesome situation with complicated workers' compensation regulations. These differ from state to state and cover such disparate situations as rehabilitation of disabled workers and injuries to minors.

In 1911, the first significant workers' compensation laws were enacted in the United States. The first comprehensive Canadian laws followed in 1915.

Such laws hold that employers should assume the costs of occupational disabilities without regard to any fault involved. The laws also serve to relieve employers of liability from lawsuits involving negligence.

In the newspaper business, workers' compensation claims may cover incidents as varied as the reporter who falls down the steps of the county courthouse to the food editor who burns her hand on the test-kitchen stove to the circulation district manager who strains his back while dropping off a bundle of Sunday newspapers.

One of the more common claims in the newspaper business alleges deafness caused by pressroom noise. This "is still a continuing, costly problem," says Michael G. Manfro, safety and environmental affairs manager for the Los Angeles Times. Many pressmen have been on the job for years, long before OSHA issued a noise standard and before newspapers instituted hearing-conservation programs that involve use of ear protectors and, in some cases, control rooms for press operators.

There is a trend, however, toward erosion of the protection against lawsuits that the workers' compensation laws provide

Stoecker of Milwaukee (kneeling) makes routine inspection with (from left) Foreman Robert J. Beckers, RN Bonnie J. McGregor and insurance company representative Ben Sieg.

employers. In a widely cited 1982 case, *Blankenship v. Cincinnati Milacron Chemicals*, the Ohio Supreme Court became the latest court to permit direct actions against employers by injured workers.

Robert A. Minor, a Columbus, Ohio, attorney, says that in broadening employer liability, the Ohio court and others have acted without benefit of any legislative action and that it is "unlikely that this trend will be reversed."

In a 1980 case, the California Supreme Court ruled that an asbestos worker with asbestosis could sue his employer, the Johns-Manville Products Corp., for fraudulently concealing the fact that the disease was related to his work and inducing him to keep working under hazardous conditions.

Last year, the Manville Corp. of Denver filed for reorganization under Chapter 11 of the Federal Bankruptcy Code, declaring that it would go bankrupt if it had to compensate thousands of past and present employees for their asbestos-related disease claims.

At least one newspaper company has tested for asbestos fibers in the workplace. Because the building of The Courier-Journal and The Louisville Times was constructed in the mid-1940s when asbestos was commonly used as a pipe insulating material, the company recently decided to inspect the pipe insulation. Some has been identified as asbestos, and the air is being tested in certain areas of the plant for asbestos fibers.

Ralph Drury, vice president/director of operations, says that based on the findings of a report being prepared by an outside laboratory, "appropriate steps will be taken to maintain a safe work environment."

There have been several recent cases in the newspaper business where employees have sued for alleged work-related injuries and diseases—either as a substitute for, or as an adjunct to, processing claims through workers' compensation procedures.

A U.S. District Court jury recently found that Rockwell Graphics Systems Inc. was liable for $750,000 in damages to a former pressman and his wife for the loss of six of his fingers in a 1979 printing press accident at the now-defunct Washington Star.

In Cleveland, an out-of-court settlement was reached last fall in litigation involving five manufacturers of newsprint ink and five pressmen who claimed their affliction with cancer was linked to their jobs.

In Houston, a suit filed in 1981 against The Houston Post by the widow of a pressman who died of cancer was settled out-of-court for $15,000. The plaintiff subsequently filed a suit against two ink manufacturers, which is pending.

Also in Houston, a Harris County District Court jury in December 1981 overturned a total disability award by the workers' compensation board to a Houston Chronicle pressman who claimed his emphysema was related to paper dust in his work environment. The plaintiff then filed a suit against seven newsprint suppliers. That suit was settled out of court for what one of the attorneys for the defendants characterized as "a nominal sum."

And in San Francisco, pressmen have filed suits in California Superior Court against as-yet unnamed ink suppliers and press manufacturers, alleging that the corporations are "responsible in some manner for their injuries and damages." The so-called "product liability" cases remain pending. Also pending are workers' compensation cases brought by pressmen at the San Francisco and San Jose newspapers who allege pulmonary and other problems resulting from their jobs.

What newspapers are doing.

Clearly, the stakes are high in this field of job safety. The U.S. Department of Heath and Human Services estimates that employers spent more than $22 billion on workers' compensation programs in 1980, the last year for which figures are available. That was almost $2 billion, or 8.9-percent, higher, than the previous year's costs. A substantial part of the growth is attributed to inflation, but the U.S. Chamber of Commerce notes there has been a continuing rise in statutory benefit amounts, along with an increase in the costs of overall medical care. (The chamber publishes an annual state-by-state analysis of workers' compensation laws. The 1983 edition can be obtained for $12 from the chamber at 1615 H St. NW, Washington, D.C. 20006.)

A decade ago, the percentage of corporate payrolls allocated to workers' compensation was 1.1 percent. Today, according to the National Council on Compensation Insurance, companies spend 2.1 percent.

The average time off on a worker's compensation claim is 10 days for all industry, according to the Claims Department of the Chubb Group of Insurance Companies. There are no comparable statistics for newspapers only.

There are separate newspaper statistics for the premiums paid to insurance carriers for workers' compensation, but they vary across the country. The rates are dictated by the states and range from an Hawaii high of $10.30 per $100 of payroll to an Indiana low of 71 cents per $100, according to Charles H. Weidman, vice president of the Wyomissing, Pa., based-KDN Corp. The estimated average is between $2.50 and $2.70.

Working independently or with insurance carriers, newspapers can cut their costs. For example, The Pittsburgh Press has significantly reduced the amount of lost work days by attention to compensation matters. "The credit goes to policing claims and taking an active interest in medical treatment," says Personnel Director M. William Davis. "We were extremely fortunate in getting cooperation from the unions, especially the Teamsters. They recognize we must control costs."

The Press, which also prints the Pittsburgh Post-Gazette, lowered its total lost work days by about 1,300 in 1983 from 1982.

Davis notes there are few mechanical accidents. "Most are caused by lifting," he says, stating a fact that is substantiated by insurance companies.

Ray Gaul, safety and security manager for the San Francisco Newspaper Agency, the company that handles non-editorial functions for the San Francisco Chronicle and the San Francisco Examiner, says he conducts classes showing employees how to lift. "Sometimes circulation employees lean in a truck door and pull a bundle (of newspapers) toward them rather than getting in the truck and shoving the bundle out," he says.

Back injuries are difficult to monitor, he notes, because "a soft tissue injury does not show in X-rays."

Terry W. Stoecker, safety and training administrator for The Milwaukee Journal and Milwaukee Sentinel, notes the current craze for exercise and jogging does not necessarily strengthen back muscles. As part of a training program, Stoecker shows employees movies such as "Bend Your Knees" by Leonard Ring, a New Zealand structural engineer. Such films can be obtained from insurance carriers.

The training of supervisors in

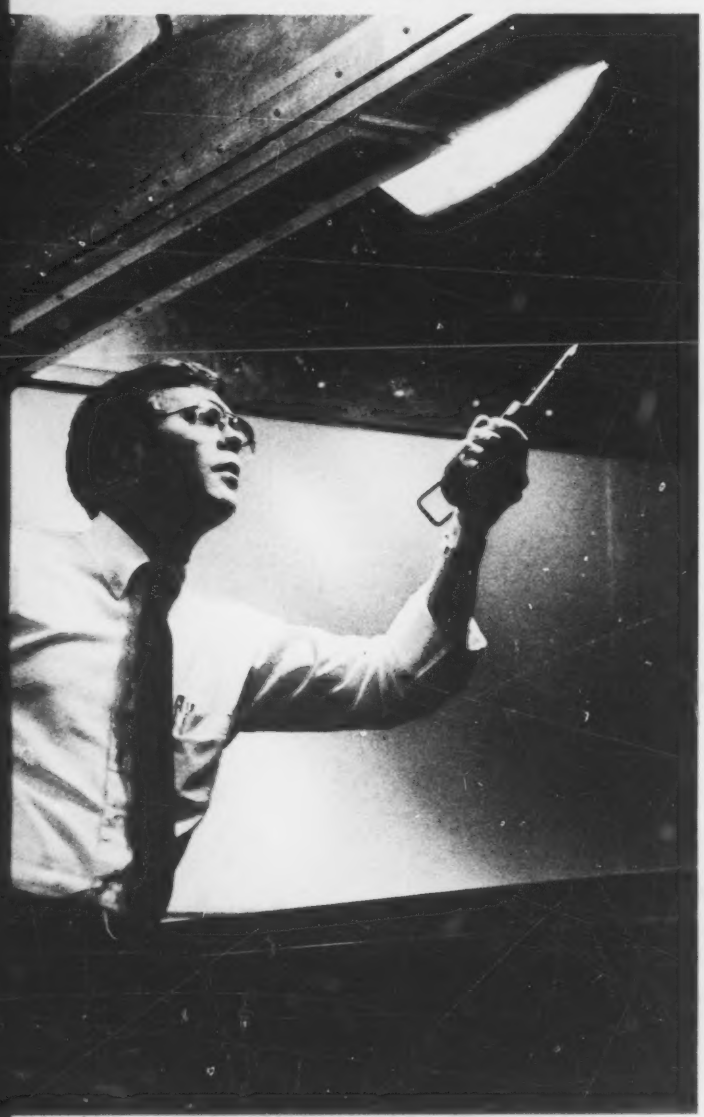
safety measures can hold down workers' comp claims, Stoecker notes. The Journal Co. also conducts a defensive driving program for circulation employees.

The Plain Dealer of Cleveland also experiences the most injuries in the circulation department, although "we don't have too many workers' comp claims," says Fleet Safety Director A.W. Wingard. "We have some back injuries and twisted ankles, dog bites and cut fingers. It's an occupational hazard."

Wingard is another who says "you have to get supervisors involved in safety." Since starting a new safety program in 1969, accidents have declined about 30 percent, he reports. In addition, the newspaper started a course last December on "decision driving" that is conducted "in the classroom and on the street" by representatives of the company's insurance carrier.

The Miami Herald has a "safety by objective" plan that assigns accountability and responsibility for on-the-job injuries to line management. Each supervisor and department head must include a safety segment in his or her list of annual objectives.

The Los Angeles Times has a similar program that includes a 200-word safety policy statement. President and Chief Operating Officer Donald F. Wright says the safety of employees "is not only important in and of itself, but it's good business for an employer. We feel it is every manager's responsibility to see that safety is an integral part of our work."



The Miami Herald's Risler tests for airborne concentrations of substances with a multi-gas detector.

ANPA efforts. ANPA's activities in the health-and-safety field have been stepped up, too, in the past decade.

The Environmental Committee was established as a separate committee in 1980. It evolved from a subcommittee that was formed in the mid-1970s by what was then called the Production Management Committee. George Cashau, now director/technical research, was named the first environmental specialist in 1971. His Technical Research Department now has seven people devoting 100 percent of their time to environmental work. Department specialists conduct Technical Advisory Service studies at newspapers in the areas of industrial hygiene, noise monitoring, air sampling, radiation testing and lighting.

The Environmental Committee recently announced plans for a fourth Health and Safety Symposium Oct. 11-12 in the Chicago area. Earlier ones were held in 1980, 1981 and 1983 in other locations around the country.

The new ANPASURE™ insurance program offers a variety of workers' compensation plans. "A large body of knowledge pertaining to job safety is available from the ANPASURE carrier," notes ANPA Senior Vice President and Deputy General Manager Thomas C. Fichter. "Small newspapers now can take advantage of cost-cutting measures usually available only to large papers," he says.

Also, with the International Circulation Managers Association, ANPA conducts an annual Safe Driving Campaign for newspapers. The 598 papers participating in the campaign that ended Dec. 31, 1982, produced an accident rate of 1.32 per 100,000 miles—the lowest rate since the program began in 1941.

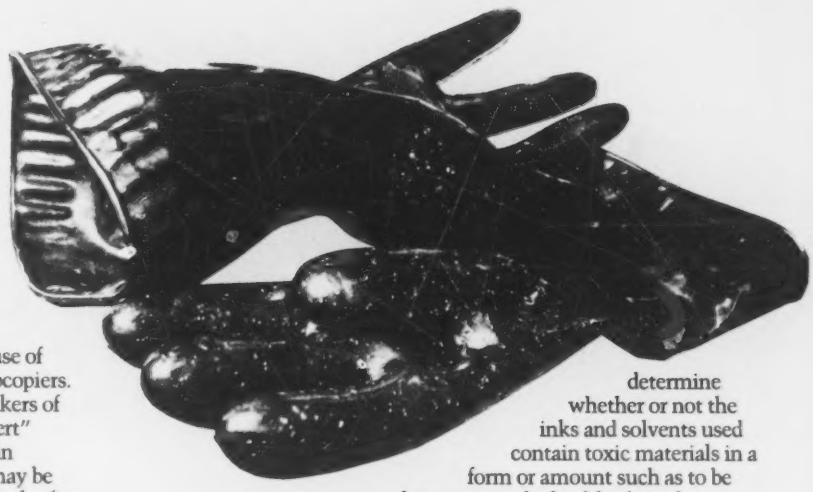
Concern about the accuracy of government figures regarding newspaper injuries has prompted ANPA to initiate an accident/illness reporting system.

The reporting system is designed to assist members short-term by determining areas that need immediate attention and long-term by reducing incidence and lost workday rates both at individual newspapers and on an industry-wide basis.

The system will be similar to the current newsprint waste-reporting system in which many newspapers are involved.

Union concerns. While newspaper safety experts generally report good cooperation from labor organizations in promoting job safety, some unions maintain that more can be done to make the workplace safer.

"VDTs remain our primary concern," says David J. Eisen, director of research and information for The Newspaper Guild. As a result, more contract clauses covering the operation of VDTs are creeping into labor agreements. For example, 14 newspapers have agreed contractually to establish VDT safety committees.



"VDTs are safe," says Dr. Howard R. Brown, medical director of The New York Times Co. and chairman of the ANPA Environmental Committee. "There are no serious health hazards of any kind, including risks to pregnant workers." There are "discomfort factors" to be considered in the musculo-skeletal and ocular areas, Brown says, but they can be eliminated by adjusting working conditions such as chairs and lighting.

Eisen says the Guild also is concerned about the use of chemicals in the office, including those used in photocopiers.

The Guild works with the Communications Workers of America on safety issues. The CWA has a "hazard alert" telephone number that its members may use to obtain information on chemicals or substances they think may be hazardous. David E. LeGrande, the CWA's occupational safety and health representative, says the union receives about 200 "hazard alert" calls a year.

Walter Lypka, director of technical and occupational health training for the Graphic Communications International Union, says his union is concerned about the need to educate employees about workplace hazards, "especially noise, back injuries and toxic materials." Lypka cites one study that showed the ubiquitous back injury often is caused by lowering, not lifting, loads.

"Chemicals are an ongoing battle," he adds, "because new ones are always coming out. Our members get barrels of solvents into the workplace that have nothing on them but numbers." The GCIU has prepared "toxicity ratings" charts to help its members learn more about such chemicals. The union also has a safety and health program "in which we encourage management to participate along with their employees."

Still, the majority of unions give too little emphasis to safety and health problems affecting their members, according to a study released in January by the Washington-based Public Citizen Health Research Group. The organization, founded by Ralph Nader, concluded that "unions do recognize the importance of occupational health and safety, but are still not willing to provide adequate financial support or professional staff for their cause." Based on a follow-up survey of a 1976 study, the group said there "were very few improvements between 1976 and 1983."

In response to the study, union spokesmen said the survey of 14 major unions was "useful," but that it emphasized the need for more professional staff people at the national level, while downplaying the activities of local unions.

Some local GCIU labor agreements with newspapers provide for disclosure of information about chemical components. For example, the pressmen's agreement with The Hawk Eye of Burlington, Iowa, states:

"The company . . . agrees to fully disclose, in writing, the full identity of all chemical and related substances. Such identification shall include, but not be restricted to, the chemical, drug, biological or pharmaceutical name, the maximum concentrations of exposures, symptoms, medical remedies and antidotes."

The Denver Post and Rocky Mountain News have contractually agreed, upon request by the GCIU local, "to cause tests to be made in the pressroom by competent authorities to determine whether or not the inks and solvents used contain toxic materials in a form or amount such as to be dangerous to the health of employees under existing pressroom conditions."

Risler of The Miami Herald notes that most potential solvent problems revolve around cleanup tasks in the offset printing process and in the use of colored ink. They can be solved with proper hoods and vents. "Good industrial ventilation is the key," he says.

Manfro of the Los Angeles Times notes that California has one of the strictest hazardous-substance laws in the nation. Employees have the right to inspect a "material safety data sheet" that must be kept by the newspaper.

Outlook. There are two areas, newspaper production and safety specialists say, on which attention will continue to focus in the immediate future—pressroom noise and the delivery system. In addition, scrutiny of materials such as chemicals, inks, etc., will continue to be practiced.

The pressroom concerns are being addressed by the development of quieter presses and other measures. "Today, we're building the press in a cocoon or enclosing the employee in a soundproof room," notes Ralph S. Roth, vice president/production for Knight-Ridder Newspapers Inc.

But others, such as William C. Goshert, safety and training supervisor of The Arizona Republic and Phoenix Gazette, note that the safety problems associated with the delivery of newspapers, which are being exacerbated by increasing traffic congestion, will not soon be solved.

"One of the things that strikes me," says Roth, "is the way the concerns of safety committees have changed" since he was chairman of such a committee in the late 1950s at the St. Paul (Minn.) Pioneer Press and Dispatch. "The things we worried about 25 years ago have been solved. Today we're worried about, for example, ergonomic issues associated with the use of VDTs. The question of radiation has been put to rest. Now we're worried about proper chairs and lighting. The concern about the workplace has moved from vital concerns about loss of life and limb to 'quality of life' concerns, the workplace environment . . . making it a pleasant place to work."

"Newspapers in general have been doing a good job in protecting their employees," says ANPA's Cashau. "For example, the hearing conservation programs . . . the investigation of accidents to prevent similar types from occurring. There is more interest in 'wellness' programs, which are a step beyond safety programs. The concern now and in the future is with the overall health of the employee."

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Many options now are available for buyers of NEWSPAPER PRESSES

Publishers today must choose from among offset, flexography, anilox inking and conversion kits

BY PAUL KRUGLINSKI
presstime technical writer

While there seems to be little agreement on what might be the next big technological breakthrough in press development, one thing is for sure: There have never been so many options available to publishers looking for different ways to print their newspapers.

Letterpress presses reigned unchallenged in the pressroom until the 1960s, when offset became an alternative. But since then, the pace of technological developments in the press room has picked up considerably.

Today, newspapers are being printed by conventional letterpress, anilox letterpress, flexography, conventional offset, anilox offset and DiLitho™. To compound matters, engineers are employing a variety of press designs within each printing method.

Because of these developments, publishers increasingly are positioning themselves to convert or replace presses to take advantage of the fast-paced technical advancements of recent years. Financial benefits from recent tax law changes, which allow newspapers to depreciate equipment more rapidly, also encourage newspapers to update press facilities.

Flexography and the anilox ink-transfer roller are yielding the bulk of the press options.

The anilox roller is an engraved cylinder that replaces the conventional ink measuring system. Anilox rollers have recessed cells, each containing the proper amount of ink to print a desired ink density. Manufacturers are seeking to improve the anilox roller's endurance and ink affinity.

In flexography, the anilox roller delivers a measured ink film directly to a soft, shallow photopolymer relief plate, which in turn prints directly onto newsprint.

The anilox roller also is being used with ink form rollers in the manufacture and conversion of letterpress and offset presses.

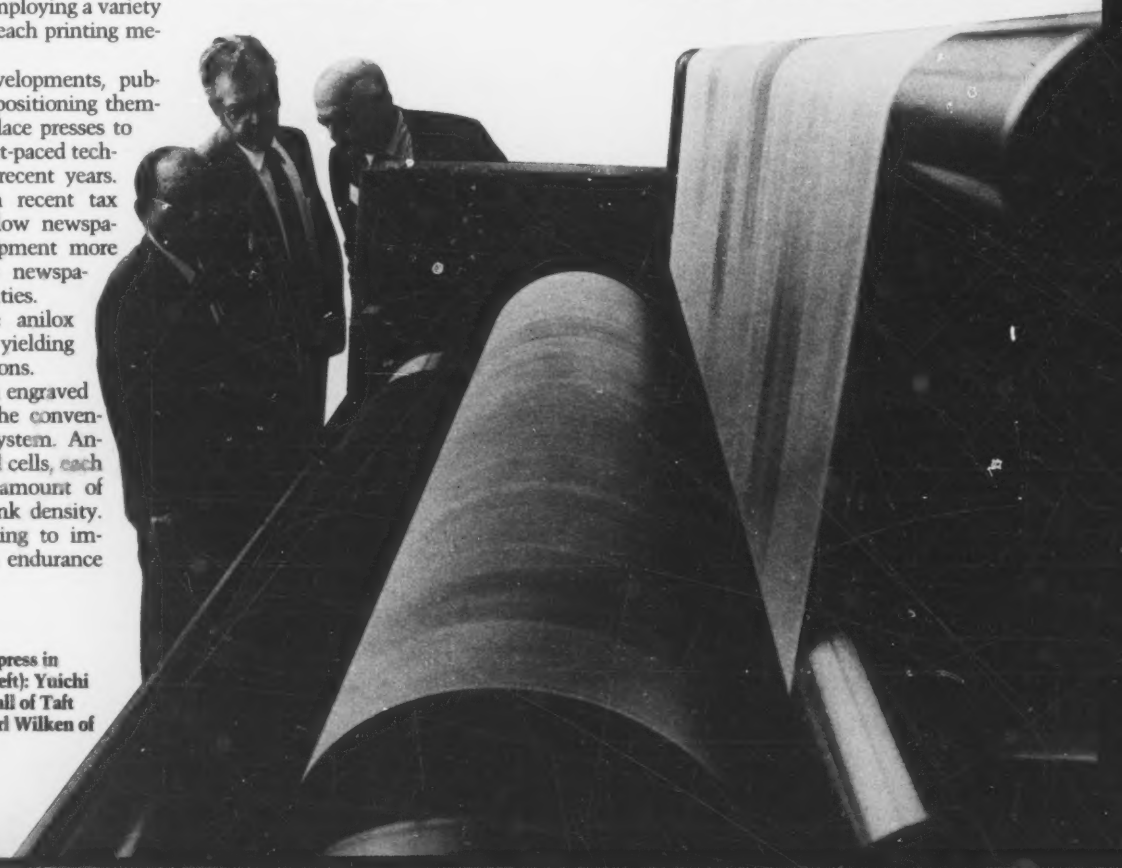
The main benefits of the flexography/anilox technology include its potential for reducing labor intensity in the pressroom, cutting newsprint waste, using environmentally safer water-based inks, reducing press weight and cutting energy consumption.

But progress is never without its obstacles. And along with the new press possibilities are some problems.

For example, the premature drying associated with using water-based inks in flexography and the problem of "ink starvation" involving the oil-based inks used in anilox offset printing still need to be resolved.

Nevertheless, it is clear by the large number and variety of experiments at newspapers that anilox printing technology is going to be in use for many years. There is no such consensus, however, where flexography is concerned.

Flexography vs offset. Companies such as the Kidder-Stacy division of the Motter Printing Press Co. and Windmoeller & Hoelscher Corp., because of their early involvement with flexographic presses



Observing TKS anilox letterpress in Davenport, Iowa, are (from left): Yuichi Okamura of TKS, John E. Hall of Taft Equipment Sales Co. and Earl Wilken of Graphic Arts Monthly.

used in other industries, are "putting all their eggs in one basket" and betting that flexography will be the next standard newspaper printing process.

Despite announced decisions to enter the flexographic sweepstakes [presstime, Dec. 1983, p. 46], both M.A.N-Roland USA Inc. and Graphic Systems Division of Rockwell International Inc. (Goss) are convinced that conventional offset is the industry standard and will continue to be so for at least the next decade.

"One major factor for this is the strong emphasis on process color," says William E. Seaman, M.A.N.-Roland vice president/sales and marketing. "This industry (the newspaper business) is a trendy industry. And there is a clear trend towards more (color) quality."

Seaman and others believe that conventional offset is the only way to achieve quality color printing—at least for now.

Les Kraft, Goss' vice president/marketing, says that with all the experimentation being conducted with flexographic press lines this year, vendors and newspapers should know by next year whether flexography will meet its advocates' expectations.

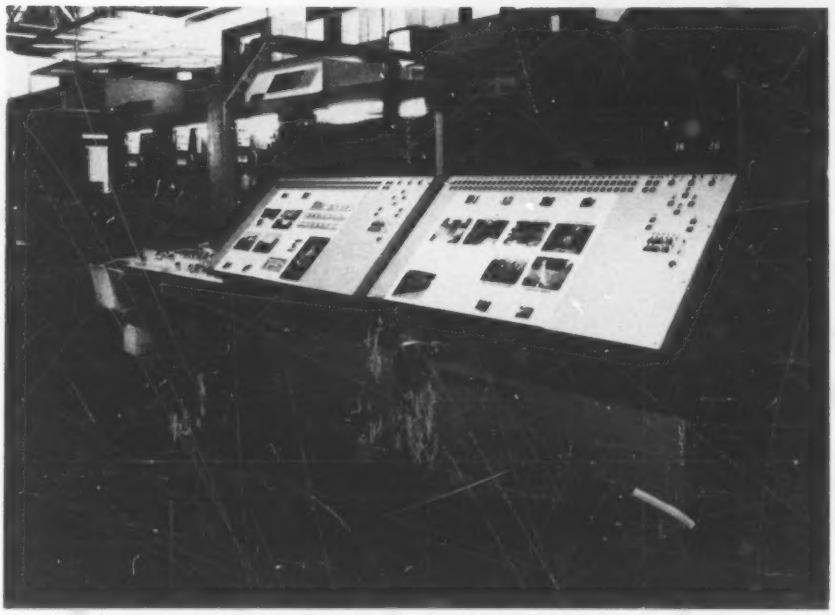
Kraft, who has not been a strong supporter of flexography, says the research going on across the nation may prove that the cost of plates, platemakers and other prepress equipment needed for the process may erase any financial savings that otherwise result.

Other possibilities. Many manufacturers feel they should keep their options open by pursuing innovations in a variety of available technologies.

Nearly all the press manufacturing and conversion companies involved in offset printing believe that anilox offset press technology is in a strong position to emerge as the next industry standard.

Two firms—Tokyo Kikai Seisakusho Ltd. and Solna Inc. of Joplin, Mo.—are already producing, respectively, double-width and single-width offset presses using the anilox inking system. Anilox offset, they say, combines many of the advances of flexography with the high quality printing of conventional offset printing.

While letterpress press production has died in this hemisphere, TKS last May began producing a lightweight, four-color satellite (off-line) letterpress unit that uses anilox rollers to produce what ANPA Vice President/Technical William D. Rinehart says is quality color reproduction. The Tokyo-based Yomiuri Shimbun, the world's largest daily, is printing process color with the unit, which uses a common impression cylinder to lay down the colors.



Solna is one of two manufacturers of anilox offset presses.

The Quad-City Times in Davenport, Iowa, purchased a new TKS black-printing anilox letterpress unit three years ago.

"The problem with (American) press designers is that they have a stereotype about how a press should look," says E. Neal Eaton, vice president/corporate communications and international marketing for Publishers Equipment Corp. Eaton believes the TKS design, using the common impression cylinder, is a logical way to design a satellite press unit because of its simplicity and greater production performance.

Eaton points out that PEC and other firms involved in press conversion were born out of the last evolutionary stage in press developments—the switch from letterpress to offset. He says there is no reason why the next developmental stage could not spawn another generation of vendors offering functional press designs that depart radically from the conventional presses of today.

The consensus among experts regarding the future of press technology generally follows Eaton's predictions:

"Whatever the process, we believe because of the competition along with the present and future economics of newspaper production, the printing press and the room needed to house it will be quite different from what we are now accustomed to seeing.

"Electronics and automation will be a part of the machine of the future. Reel rooms, folders and units will be controlled from a console located some distance from the actual physical location of the printing press.

"Units, because of energy consumption, as well as installation cost and maintenance will be much lighter in weight and (smaller in) size, yet—with newly designed folders—will be capable of producing quality multi-color large and small products in various dimensions at a very high rate of speed.

"The days of million-dollar press units are presently and will continue to be a thing of the past. Newspaper presses will be replaced almost every 10 years (because of continually advancing technology and tax incentives).

"With all the above in mind, the newspaper press of the future will be capable of producing magazine quality newspapers at a fraction of the cost of the . . . machines now available."

Eaton also points out that the increasing complexity of mailroom problems will affect the design of future presses. It is conceivable, he says, that the "folding device" of the future will be located in the mailroom and will also handle inserting functions.

In response to the press option phenomenon, the ANPA Research and Development Committee will sponsor a symposium on press options and distribution Oct. 29-30 at the Ramada O'Hare in Chicago. □

Covering Washington without breaking the budget

BY MARGARET GENOVESE
presstime staff writer

Historically, as the federal government grew, the press corps assembled to cover it grew along with it. In his benchmark 1981 book *The Washington Reporters*, Stephen Hess wrote: "The press's primary response to the growth in government personnel is growth in press personnel. The number of Washington reporters has almost doubled in the past 30 years."

As evidence, he pointed to the number of correspondents accredited to the congressional press galleries that serve the daily print press—primarily newspapers and news services. In 1949, 621 correspondents were accredited. In 1979 their numbers had grown to 1,027.

Since then, although the Reagan administration has been laboring mightily to reduce the federal bureaucracy, the number of correspondents has continued to increase. It was up to 1,480 in 1983, according to officials of the House Press Gallery.

Who are these people, and what do they do?

They represent individual newspapers, they serve newspaper groups, they work for wire services, and they are free-lancers peddling Washington reportage by the story, by the week or by the month.

Some write "national" stories and have the prestige beats—the White House, the State Department, the Pentagon—but close to half, say gallery staffers, concentrate on the stories emanating from Washington with a "local" angle.

"The paper doesn't send me up here to be David Broder," says Albert L. May, Washington correspondent for The News and Observer in Raleigh, N.C., referring to The Washington Post's political columnist. May's coverage is confined to the activities of the North Carolina congressional delegation and to federal actions relating directly to the state and its major businesses and industries.

There is no need for May to cover national stories, except those with a North Carolina connection, reasons News and Observer Managing Editor Robert L. Brooks, because the newspaper gets that kind of coverage from the Associated Press and United Press International and several supplemental services.

The number of correspondents has continued to increase. It was up to 1,480 in 1983, compared with 621 in 1949.

Trends in newspapers' interest in this kind of Washington coverage are difficult to track. Some say emphasis is up, some say it is down.

Here's how Leland J. Schwartz, editor of States News Service, sees it: If you were to plot the interest of newspapers in Washington coverage over the last 11 years, the trend line would be going up at a steady 45-degree angle. Newspapers, says Schwartz, are "starting to see that covering Washington on a local basis can be as powerful locally as covering city hall." His news organization provides tailored coverage for local papers on a contractural basis.

Richard Thomas, who heads a similar operation for newspapers in California, New York and Ohio, disagrees with Schwartz. In the mid-1970s, he says, there was an "awakening" of interest, sparked by the establishment of a news service by consumer activist Ralph Nader to provide congressional coverage for papers without Washington correspondents. But since that service was sold in the late '70s, Thomas believes interest has "tapered off."

Thomas, whose Ohio/Washington News Service provides localized issue reporting and what he calls "accountability" reporting on members of Congress, says too many editors "would rather not spend the money." They "more or less let the congressman set the agenda of what is said about him through his press releases and, in effect, give him a free ride."

More papers get coverage. If there are no clear-cut trends, there is movement.

Because of the continuing shift in the newspaper business to group ownership, many newspapers that never had a Washington presence now do, simply because they were acquired by a newspaper group with a Washington bureau.

For example, the Thomson Newspapers' bureau was opened with two staffers 12 years ago when the group had only 38 newspapers in the United States. Today, the bureau's six reporters provide coverage to 84 Thomson dailies. The bureau churned out a total of 3,491 stories in 1983, according to the annual report of Bureau Chief Richard J. Maloy. Of these, only 132 were national stories, the rest were local.

In addition to this phenomenon, there are other indications pointing to more localized coverage by newspapers:

- New group bureaus are being established. Harte-Hanks Communications Inc. established a bureau last March to provide primarily regional coverage for its 13 Texas dailies. And Jefferson-Pilot Publications started a bureau in mid-1982.
- Individual newspapers that had been served by group bureaus or news services or had no Washington representatation at all are sending correspondents to Washington on a permanent basis. Among the ones doing so within the past year are The Arizona Republic and The Phoenix Gazette, the Seattle Post-Intelligencer, the Asbury Park (N.J.) Press, The Anchorage Times and the Fairbanks (Alaska) Daily News-Miner, and The Greenville (S.C.) News.
- The two major wire services are beefing up Washington coverage by reconstituting regional staffs that were disbanded in the mid-1970s.

Costs involved. The question of how to cover Washington often comes down to economics.

The Anchorage Times and the Fairbanks Daily News-Miner pooled their financial resources to establish their sole Washington reporter. The newspapers have different owners and are located in cities about 400 miles apart, but they have common interests in Washington coverage.

"For some years we've, on a contract basis, used the services of several Washington bureaus," says Times Managing Editor G. Kent Sturgis. "We finally sent our own reporter because the influence of the federal government is so strong in Alaska." One of the reasons his paper did not send a reporter to Washington sooner was cost, says Sturgis.

At the other extreme, some newspapers and groups are abandoning their Washington operations. Last year The Topeka (Kan.) Capital-Journal shut down its decade-old, one-person bureau. "We just felt it was not economically feasible to continue it," says Rick A. Dalton, managing editor. In 1980, Harris Enterprises closed its one-person bureau for similar reasons. The bureau served seven Harris dailies in Kansas.

Although the annual budgets for the larger news operations can run into millions of dollars, it does not necessarily take megabucks to get Washington coverage.

The Alaska dailies have allocated $50,000 annually for their new capital presence. The total includes their correspondent's salary.

The Asbury Park Press figures it will spend $13,000 this year over and above its correspondent's salary to cover Washington for the readers back home. Some of the purchases State Editor Gary Deckelnick has included in the budget are one-time-only items, such as a portable computer terminal.

Also included are office supplies and telephone service, subscriptions to newspapers and to an electronic data base, the cost of sending the reporter to both major political parties' presidential nominating conventions, membership dues in the National Press Club, and $1,000 for freelance services, primarily photography.

Many one-person bureaus are run essentially as cottage industries, out of the correspondent's home. This is the path chosen by the Alaska and New Jersey dailies.

Originally, the Asbury Park paper planned to rent office space in the National Press Building, a long-time address for many Washington bureaus. But the building is being renovated and was not accepting additional tenants when Asbury Park was looking. The option of renting an office there still is being considered, says Deckelnick. According to building officials, leases in the renovated building start at $215 a month for the smallest office space—room for a desk, a phone and a VDT.

A few smaller bureaus have been able to cut corners, compliments of the federal government. Reporters in these operations essentially camp out in the Senate Press Gallery, a four-room suite of offices in the Senate wing of the Capitol, where they have easy access to phones, desks and some of their primary news sources—the members of Congress from their papers' circulation areas.

But this could end. A study by the Standing Committee on Correspondents, a group of five correspondents elected by their peers, on how to modernize gallery operations may force reporters to give up these office-like arrangements.

News services. For newspapers not willing to make much of a financial commitment to Washington coverage, there are independent news services. States News Service, with a staff of about 25 serving 40 newspapers in 13 states is the largest. Started in 1973, it bought the money-losing Ralph Nader-sponsored Capitol Hill News Service in 1978. States itself has nearly folded more than once [presstime, April 1983, p. 55].

And there are about a half-dozen other independent services that generally have carved out a narrower reporting niche than States News.

For example, the Griffin-Larrabee News Bureau, dating back 65 years, has seven daily newspaper clients and concentrates on New England and Alaska. A new kid on the block, the Schlein News Bureau, founded a year and a half ago by 26-year-old reporter Alan M. Schlein, has five daily clients in Texas and Colorado.

They have differing ways of charging for their services. States News' circulation-based fee schedule starts at $75 a week. Griffin-Larrabee contracts by the month. And Schlein, although he would prefer a contract, will produce copy on a pay-per-piece basis.

There is yet another way newspapers are getting custom coverage of Washington. Two journalism schools provide such a service either free or for next to nothing. The Washington Reporting Program of the University of Missouri School of Journalism has graduate journalism students producing primarily enterprise stories free for a core of about 10 daily newspapers. The Medill News Service, a part of the Medill School of Journalism at Northwestern University, has 10 clients, nine daily newspapers and one group of weeklies. It charges $100 a month and provides a service closer to that provided by a typical Washington bureau.

Says Charles T. Alexander, director of the Medill program and assistant dean of the Medill School: "Our basic mission here is, obviously, the training of journalists. We have found in that process we are able to generate material that is of use and of value to newspapers."

Newspapers that have discontinued Washington operations—or never had them—turn to the two major wire services to fill the gap. And both recently have

Thomson Newspapers Washington Bureau staffers gather at the Capitol: (from left) Karen MacPherson, Shelly Blanchard, Pamela Moore, William Sternberg, Bureau Chief Richard Maloy, Alan Abbey and Robert Ferri.

given renewed emphasis to regional coverage from Washington.

In January 1983, UPI increased its Washington bureau staff from 58 to 64 with the addition of six reporters, one appointed by each of its regional divisions, to provide regionalized coverage.

Until 1973, UPI had reporters assigned to cover Washington for specific geographic regions. When the Watergate scandal broke, there was "such a need for people to be involved in other coverage that we erased the designation of regional reporter and integrated them into the Washington national staff," recalls Ronald E. Cohen, UPI managing editor and former chief of the UPI Washington Bureau.

The relocation of UPI's world desk from New York to Washington also has had an impact on the Washington bureau, Cohen notes. Occasionally members of that 40-person staff are assigned to cover breaking Washington stories.

The AP, too, has increased its staff in Washington—by 10 in the past six years—to provide regional coverage. The AP Washington staff now includes 82 reporters and 10 editors. It had discontinued its separate regional reporting staff in the mid-1970s for financial reasons. "Our rising costs coupled with the recession of 1974 forced us to realign the staff," explains Reid G. Miller, who until recently was assistant bureau chief. The 15 to 20 regional staffers were reassigned to the general staff to cover the bureaucracy.

When a regional staff began to be reassembled in 1978, it was not done by reducing the Washington general staff. This time, the regional reporters came from the state bureaus. The decision to send a reporter to Washington is made by the state bureau chief, the reporter is on the payroll of the home bureau and reports to news executives there.

AP Bureau Chief Charles J. Lewis is one who is bullish on the prospects of regional reporting from Washington. "This is a growth area as far as I am concerned," he says. "I think the regional staff is the area where this bureau will grow in the future because I think newspaper and broadcast operations around the country are interested in their local affairs as they are dealt with in Washington. The trend here (at the AP Bureau) is indicative of that." □

Mr. Griffen goes to Washington

What happens when a newspaper first turns a reporter loose in Washington with the assignment of coming up with "local" stories for the readers back home? A newcomer in Washington, even an experienced newsman, is sure to find some surprises.

Since arriving in Washington last Sept. 19, Sean D. Griffen of The Phoenix Gazette has produced stories that range from a behind-the-scenes account of the effort to get former Arizona Congressman John J. Rhodes considered for the post of secretary of the interior, to a whimsical glimpse of the personalities of the Arizona congressional delegation based on an analysis of their handwriting.

Of course, most of his stories are more routine—compilations of the reactions of Arizona congressmen to events like the President's State of the Union message, reports on changes in federal policies on important Arizona issues like dam safety, and features on visits of prominent Arizonans to Washington.

The Gazette (evening, circulation 105,630) and its sister paper The Arizona Republic (morning, 273,661) had been getting their Washington coverage through the bureau of Central Newspapers Inc., which also provided coverage for The Indianapolis Star and The Indianapolis News. Last year, the bureau was expanded, and both Phoenix newspapers assigned their own reporters to cover the activities of the seven-member Arizona congressional delegation and issues of regional interest to Arizona readers.

For Griffen, a former newspaper and television reporter in Oregon, his Washington assignment began with a two-part learning process. First, he had to find out what issues were important to the paper and its readership. To do that, he spent about two months in Arizona, traveling and writing—about the copper strikes in the South, the severe floods in the Northwest, the Indian reservations in the Northeast.

Sean D. Griffen

The second part of the learning process occurred when he arrived in Washington. To help familiarize himself with the landscape, he attended two seminars for Washington correspondents sponsored by Congressional Quarterly Inc.—one on understanding Congress and the other on legislative research. He had been to the city only once before, in 1971 to testify before a congressional committee in support of an education bill when he was president of the student body at U.S. International University in San Diego.

One of his biggest surprises was in discovering the sheer size of the federal bureaucracy. "My preconceived notion of how large the government was fell woefully short," he says.

Another surprise was the "scads of information" to be had in Washington. But, he adds, "it is not always easy to extract." For example, to track the Arizona-related cases at the U.S. Supreme Court, he first had to get access to a publication for the names of all the cases emerging from the 9th U.S. Circuit Court of Appeals, which covers nine states and two territories. Armed with that list, he went to the Supreme Court to look up those cases to determine which were from Arizona.

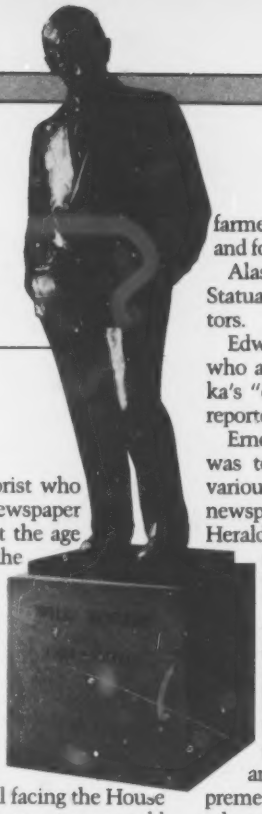
Griffen talks by phone to Gazette staffers back in Phoenix an average of three times a day. But despite this constant contact, he has had some difficulty keeping on top of what is happening at home. The Phoenix papers have been arriving by mail about eight days after publication.

"It feels a little like being a kite out in the sky, knowing you are connected to that person holding the string but not being able to see what's going on on the ground," he says. He consults the "Across the USA" page in USA Today for current Arizona news.

At first, what Griffen calls "the romance of being a Washington correspondent" wasn't all he had pictured. Because renovations to the National Press Building reduced the space in the Central Newspapers' bureau, his desk initially was the magazine table in the bureau reception area. His new office, located next door to the Washington bureau of the Soviet news agency Tass, is more commodious.

"Even though the first three months were a little difficult," says Griffen, "I would not have traded being . . . here for anything." □

Press sentinels guard Capitol



BY MARGARET GENOVESE
presstime staff writer

It is common knowledge that the U.S. Congress attracts its share of working journalists. More than 4,000 are accredited to the press galleries in the Senate and House of Representatives. It also is fairly well-known that journalism is the occupation of 28 members of the current Congress [presstime, March 1983, p. 12].

But it is a little known fact that among those people immortalized in bronze and marble in the U.S. Capitol building are a dozen men with links to newspapers.

All but one of these statues are in the National Statuary Hall Collection.

Statuary Hall is located on the first floor of the central part of the Capitol in what originally was the meeting room of the House of Representatives. In 1864, after the House moved to its current chamber in the south wing of the building, each state was invited to send to Statuary Hall two statues of citizens "worthy of . . . national commemoration." There is no prescribed method of selection, and states have chosen different means of deciding whom to honor and how to finance the project.

Ninety-three statues are now in the collection (seven states have contributed only one to date). Because of considerations having to do with the weight the floor can safely bear, only 38 of the statues are in Statuary Hall itself. The remainder is scattered elsewhere in the Capitol.

According to brief biographies compiled by the staff of the architect of the Capitol, 11 of the 93 individuals had some newspaper ties.

Most of the newspaper people in the Statuary Hall Collection are better known for their political accomplishments than their journalistic ones.

And, probably the leading newspaperman-politician in American history, Benjamin Franklin, is not even part of the collection. However, according to Anne-Imelda Marino Radice, curator for the Capitol architect, a Franklin statue was placed in the Capitol in 1862, two years before Statuary Hall was established.

One of the most popular statues in the National Statuary Hall Collection is that of a newspaperman—Oklahoma's Will Rogers. Rogers, a humorist who wrote a syndicated newspaper column, died in 1935 at the age of 55. Radice believes the statue's appeal stems from the fact that Rogers is someone "people still have a memory of."

A legend has grown up about the Rogers statue because of its location. It stands in a corridor off Statuary Hall facing the House chamber. As the story goes, someone told Rogers that his statue one day would be in Statuary Hall. Rogers is said to have replied, "I hope they will put me where I can keep an eye on Congress."

Capitol historians say they have been unable to document the story, which they label "apocryphal." Indeed, a letter on file in the architect's office indicates that the sculptor suggested the location in order to display the work to its greatest advantage.

Still, the story persists, perhaps because it is so believable. After all, it was Will Rogers who once remarked: "They ask me where I get my jokes. I just watch Congress—they solve the problem."

Other newspaper-related statues. If Rogers was the most colorful personality among newspaper people enshrined in the Statuary Hall Collection, he was not necessarily the best known.

That designation might be applied to William Jennings Bryan (1860-1925) of Nebraska. His career included stints as editor of the Omaha World-Herald and as founder of a weekly newspaper in Lincoln, The Commoner. Bryan was Woodrow Wilson's original secretary of state, three times a Democratic presidential nominee, a member of the House of Representatives and prosecuting attorney in the famous Scopes "monkey" trial in which a public school teacher in Tennessee was convicted of charges related to his teaching evolution.

The other Nebraskan in the hall also was a newspaperman. Julius Sterling Morton (1832-1902), at one time was editor of the Nebraska City News. Morton, also a farmer, was U.S. secretary of agriculture and founder of Arbor Day.

Alaska also sent two newspapermen to Statuary Hall. Both were once U.S. senators.

Edward Lewis "Bob" Bartlett (1904-68), who also served as the Territory of Alaska's "delegate" to the U.S. House, was a reporter for the Fairbanks Daily News.

Ernest Gruening (1886-1974), who also was territorial governor of Alaska, held various editorial positions at three Boston newspapers (the American, the Evening Herald and the Evening Traveler) and at two New York City papers (the Tribune and the Post).

Another former newspaperman who served in federal office and whose statue is in the collection is John Burke (1859-1937) of North Dakota. Burke was U.S. treasurer in the Wilson administration. He also served as governor of North Dakota and as chief justice of the state's Supreme Court. But when he first arrived in what was then the Dakota Territory in 1888, Burke edited the St. John Saturday Review, a weekly newspaper. His is the only statue representing North Dakota.

Thomas Hart Benton (1782-1858), a lawyer who served in both the U.S. Senate and House, once edited a newspaper called the Enquirer in St. Louis. His statue is one of two provided by Missouri.

Lewis Wallace (1827-1905), the author of the book *Ben Hur*, got his start as a writer for the Indianapolis Daily Journal. Wallace also had an extensive career in government service. Among other things, he was a Civil War general, was part of the military court that tried presidential assassin John Wilkes Booth and was governor of the New Mexico Territory. Wallace's statue was sent by his native Indiana.

One of the statues provided by Kansas is of John James Ingalls (1833-1900). Ingalls, a lawyer, served in the U.S. Senate and was elected president pro tempore. He opposed slavery and once edited a newspaper in Atchison, Kan., called Freedom's Champion.

A Maryland statue also is of a journalist with a cause. Charles Carroll (1737-1832) crusaded in the Maryland Gazette of Annapolis for the right of Roman Catholics to hold political office in the state. He was also a signer of the Declaration of Independence.

Montana's Charles Marion Russell (1864-1926) was an artist whose illustrations appeared in newspapers. Known for his paintings and sculptures of the American West, Russell is the only Montanan thus far enshrined in Statuary Hall. □

PROFILE

MILTON A. LOMAS

He moved 'across the table'

BY CLARK NEWSOM
presstime staff writer

Milton A. (Milt) Lomas has come a long way in the newspaper business since he began as a 12-year-old hawker of newspapers on Los Angeles street corners during the Great Depression, moving on to become first a hard-nosed union negotiator and finally a member of management.

Now vice president/production director for the San Francisco Newspaper Agency—the company that handles non-editorial matters for the San Francisco Chronicle and the San Francisco Examiner—he is responsible for the work of about 900 production employees.

Before rising in management, however, Lomas climbed the rungs of organized labor's hierarchy. The 58-year-old ("I tell people I feel like 40") Los Angeles native was active in the affairs of the International Typographical Union, first as a local mailers' union president and later as an international representative.

Selling papers after school, when there were two afternoon papers in Los Angeles, Lomas recalls "running around neighborhoods screaming the headlines when there was a big story. They called us 'boot-jackers.'"

Later, while still in school, Lomas started working part time in the mailroom of a free-distribution paper called the Downtown Shopping News. After graduating from high school, he began working full-time while attending a local community college for two years.

In 1946, he left the free paper to work in the mailroom of the old Los Angeles Examiner before it was combined with the Los Angeles Herald. He became an ITU member that year. Later, he became a local union officer.

Something happened in 1956, "much to my gain," he says. After being defeated in a bid for re-election as president of the local mailers' union, a full-time office he had held for two years, the then-president of the ITU, Woodruff Randolph, offered him a job as an international representative.

As an international "rep" from 1956 to 1965, Lomas operated throughout the United States, assisting local unions in contract negotiations and in grievance and arbitration proceedings.

"In the years that he worked for the ITU, he was one of our most energetic and capable international representatives," says Joe Bingel, the current ITU president. "He was our top trouble-shooter in complex strike situations."

One of those situations, which Lomas lists among his "toughest assignments," was in the spring of 1965 when The Newspaper Guild struck The Baltimore Sun. Many of the printers represented by the ITU walked out in support of the Guild, an action that was a breach of the joint ITU contract with the Sun and The News American. Both newspapers were shut down for more than a month. The situation was complicated by the split among ITU members over whether to support the Guild, and Lomas played a large role in convincing the Guild leadership to accept a settlement.

That year marked another significant change for Lomas. He moved "across the table" to the management side. After 10 years "on the road," he was ready to listen to a man who "was always after me to come into management"—Samuel C. Cameron, then general manager of the Long Beach (Calif.) Press-Telegram.

A desire to spend more time with his four sons and his wife, Ellen Jane, was a large factor in his decision. "I was ready to go someplace where there was decent management and do a job," he says.

Lomas was production director in Long Beach from 1965 until 1979, when he accepted an offer from the San Francisco agency.

"Lomas was the most intelligent union man we ever negotiated with," says Cameron, now retired. "You could depend on his word. He was very much a leader. I wanted him to transfer those abilities to management. He certainly gained the respect of those he supervised."

Peter B. Ridder, vice president and general manager of The Wichita (Kan.) Eagle-Beacon, was business manager of the Long Beach paper when Lomas was there. "He is a brashly confident person," Ridder says. "I learned a tremendous amount from him about labor relations. He has a great understanding of people—particularly the people in the back shop."

Friends and associates describe Lomas as a man with a good sense of humor. "He has an infectious laugh," Ridder says. "And he can laugh at himself."

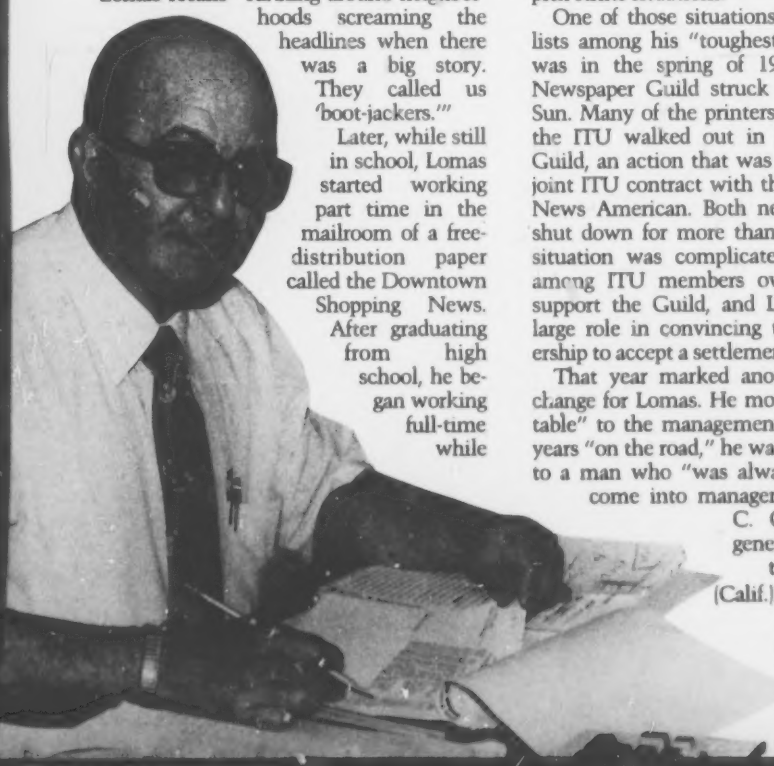
One veteran newspaper negotiator on the management side who dealt with Lomas when he was with the ITU describes him as "very shrewd, sharp and cunning. He could be loud, overbearing and arrogant in negotiations."

But another says, "He was a hard bargainer and fair. There was no question in my mind that he wanted to get an agreement."

Lomas says his philosophy has not changed since the days when he represented the ITU. "I have two philosophies. The first is to always be straight-out and honest. If you deal honestly at the (bargaining) table, no matter which side you're on, you can avoid problems.

"The second is, if it's good for the company and fair to the union, that's what we should be doing."

For recreation, Lomas grows "exotic" plants and keeps an ocean fishing boat ("not a yacht or anything like that") near Ensenada, Mexico, that he and his wife both enjoy. □



Milton A. Lomas

Now is time for U.S. publishers to aid press in Grenada

BY SIMEON BOOKER

Across the desk was the dean of Grenadian journalism, 64-year-old Alister Hughes, looking into the future from the cluttered office in his St. George's hilltop home, outlining the necessity of an instant comeback of his profession on the underdeveloped spice island.

"We need young journalists," declared Hughes, the silver-haired editor of a West Indian newsletter, who also serves as a stringer for several North American news organizations. "Give them pencils and pads and turn them loose. We don't have time now to train them, to send them to journalism schools abroad. We've got to get communications moving right away."

What he described as the U.S. "rescue mission" had ended four long years of tyranny, disguised as "revolution," under Prime Minister Maurice Bishop. Hughes himself had been rescued from prison by invading troops, along with scores of other professionals who had refused to buckle under to the Castro-type government. He had paid a heavy price. Over the years, his phone had been disconnected, his car impounded, and he had even been beaten by "goons." But Hughes still refused to give up the concept of a free press.

The future looked grim and risky, considering the sparse resources of homegrown talent. Rebuilding a nation is a slow process after a "brain drain" in which hundreds of the educated have fled persecution. Upwards of 6,000 young people, trained for the army to ease unemployment under Bishop's rule, roamed the island, jobless and disenchanted, while some Americans back in the States, caught up in political controversy, demanded that U.S. forces leave the island.

Months after the invasion, there were the telltale signs of an economy in limbo—deserted guest and vacation houses, pothole-scarred roads, and bombed-out police and military installations. There were also glaring warnings of unrest—the ex-Bishop officials languishing in prison, anti-American signs and slogans plastered on walls, and fear gripping people caught up in a situation they could not quickly change.

As simplistic as was Hughes' formula, it caught fire. Print and broadcast journalists from neighboring islands pitched in to help publish a weekly newspaper and to assist the U.S. military in putting a radio station back on the air. During the fighting, Cubans had destroyed extensive radio equipment. The newspaper had to be printed in Barbados or Jamaica and then shipped to Grenada. There were far more spirit and devotion than facilities and supplies.

Simeon Booker

This unpublicized vitality of Caribbean news men and women is one of the bright spots in the bloody Grenada episode. Freedom of the press is a paramount issue that the region's "news flock" believes in and fights for.

As a guest at the 40th anniversary conference of the Jamaican Press Association in Kingston, I was impressed with the dedication and the striving for excellence of the men and women in the Caribbean's Fourth Estate.

A U.S. Information Service invitation to conduct a Caribbean lecture tour coincided with the plan of my publisher for me to visit Grenada. In six island nations, I talked with broadcasting officials, publishers, editors and reporters, learning, among other things, about their joint effort to expose conditions in Grenada right up to the downfall of the Bishop regime.

Throughout the trip, I heard one point made again and again. Carib journalists, who consider themselves frontyard rather than backyard neighbors, feel that Uncle Sam's news media ignore them—except during times of conflict or uprising. There are few links, such as organization membership, technical assistance or study opportunities in the United States, despite the desire of the Carib press people for a closer association with American journalists. Ironically, even the black press in the States fails to cover these islands with their heavy percentage of African descendants. The fact that the islands are only a few flying hours from Miami makes it very difficult to explain the black press' affinity for African affairs.

What also disturbed me was the distance between priorities of American and Caribbean journalists relating to Grenada. The first U.S. outcry on Grenada was not over the presence of hundreds of American medical students in a country without any semblance of human rights, but over the exclusion of American reporters in the initial stages of the invasion. U.S. news organizations spent hundreds of thousands of dollars to deploy helicopters, yachts and planes to dispatch reporters to the scene. But it was a handful of West Indian newspapers that moved zealously to help Grenadians restart their own press.

A free press well could be the key to whether Grenada will rise like a star in a democratic sky or fall like a comet in an ideological nightmare. Grenada's journalists are some of the most courageous anywhere in the world. Like Alister Hughes, many have been imprisoned, tortured and beaten, yet they still share a determination to put their nation back together via a free press.

Typical is the bittersweet philosophy of ex-broadcasting station manager Jerry Romain, who was held five years in prison without charges except that he opposed Marxist rule. Shrugging his shoulders, the slender black man sighed, "I've just wasted the five years I was in prison. But at least I'm alive."

P.S. My publisher, Johnson Publishing Co. Inc., contributed $2,000 to help Hughes get his crash journalism program off of the ground. And I am delighted that ANPA is donating $30,000 for the purchase of a press for The Grenadian Voice. □

Booker is Washington Bureau chief for Ebony and Jet magazines.

Postal Service puts brake on some 2nd-class TMC mailers

Officials of the U.S. Postal Service have determined that some newspapers' total-market-coverage vehicles mailed second-class do not qualify for the relatively lower rates and better service afforded second-class publications, according to Edmund J. Ronski, a USPS mail classification specialist.

He would not say how many such publications have been reviewed or how many have been found to be in non-compliance.

However, at least two newspapers have received letters from high-level postal officials saying they must stop using second-class mail for their TMC products. They were instructed to use either third- or fourth-class rates. At least one of those newspapers, The Press Democrat of Santa Rosa, Calif., said it will file an administrative appeal of the decision.

The practice of using second-class mail for TMC started to take hold in many parts of the country within the last five months. It has triggered one lawsuit by a shopper company [presstime, Nov. 1983, p. 16].

Essentially, many executives of daily newspapers have interpreted the Postal Service's Domestic Mail Manual as allowing them to produce an extra issue or edition of the main paper and mail it second-class—like the regular edition—to reach non-subscribers. Second-class mail qualifies for more timely treatment by postal workers, and in most cases it is less expensive than third-class mail.

There are a number of strings attached to mailing TMC publications second-class, however. For example, the publication must be received by all subscribers. It must contain "additional news and information" not found in the paid paper, and generally it must not be "intended for advertising purposes."

There are many other second-class rules that must be contended with, including the so-called "50-percent-plus-one" rule, requring that a publication sell at least half plus one copy of all its circulation."

Depending on how many copies a newspaper can mail under special second-class "sample" rates, second-class actually may not be cheaper than third-class.

Many publishers say they received approval from local postmasters for second-class mailings of their extra editions. Some even claim to have gotten the go-ahead from regional postal officials.

But some newspaper-business executives were speculating in late February that the Postal Service might be on the verge of issuing guidelines that could restrict the practice.

In Santa Rosa, The Press Democrat (evening, circulation 71,055) every Tuesday has been mailing its TMC edition "Metro" to about 44,000 persons—about 2,500 Sunday-only subscribers, about 9,000 single-copy subscribers and the rest to daily non-subscribers.

Metro editorial content includes fresh, local material as required by the local postmaster. Advertising content includes preprints, ROP and classified advertising picked up from the Monday paid paper.

Harvey K. Altergott, general manager of the USPS domestic mail classification division, overruled the local postmaster who had approved distribution of Metro via second-class mail.

In a letter to the postmaster, Altergott cited several alleged violations of second-class postal regulations. Among them was Metro's heavy advertising content—one issue he reviewed was 88 to 94 percent advertising. He said it indicates Metro is "for advertising purposes."

Ronski of USPS said each instance of mailing TMC products second-class is being reviewed on its own merits. "We've been looking at it on a case-by-case basis because each varies," he explained. "No two are alike." □

Rate case hearings begin

Postal Rate Commission hearings began in mid-February on the rate increases proposed last November by the U.S. Postal Service.

The first round of a long hearing schedule involves cross-examination of USPS officials for explanation of the rate package. That proposal includes a request for higher second-class rates that could adversely affect many weekly and small daily newspapers [presstime, Dec. 1983, p. 19].

USPS representatives also are expected to answer myriad questions regarding third-class rates used for direct-mail advertising, which some newspaper publishers claim are unfairly low.

ANPA is actively participating in the hearings and is expected to cross-examine many USPS witnesses about the proposed rate structure.

The hearings, which are scheduled to last into the summer, were preceded by submission of questions, or interrogatories, to the Postal Service. These questions from the nearly 60 rate-case intervenors are expected to number in the thousands. ANPA submitted more than 100 questions, several of which dealt with the USPS practice of allowing detached labels for third-class mail—which the Association has asked the Postal Rate Commission to review. (See story, p. 29.)

Because of that pending request, USPS refused to answer interrogatories relating to detached labels. ANPA subsequently asked the commission to compel USPS to answer. The commission Feb. 17 did so for one such interrogatory; a decision on the others was pending in late February.

Following is the remaining, tentative hearing agenda for the rate case:

- March 12: Deadline for intervenors to file written descriptions of their basic positions on the rate proposal.
- April 12: Deadline for parties to submit interrogatories to intervenors.
- May 7: Hearings will start for intervenors to testify about their positions and to be cross-examined by USPS and by other intervenors. At least one ANPA representative will take the stand.
- May 25: All parties will take the stand to rebut evidence of the intervenors.
- June 6: Hearings will begin for intervenors to respond anew to USPS.
- July 3: Briefs will be due from all parties in support of their positions based on evidence presented in the proceeding until that point. Reply briefs will be due July 13.
- July 19: Oral argument may be scheduled for parties to present their cases.
- Sept. 10: A decision will be due from the commission. The decision may be accepted by the USPS governors, rejected or accepted under protest. □

ANPA, Advo exchange harsh words over detached labels

ANPA and Advo-System Inc. exchanged sharp criticisms recently as the continuing dispute over Advo's use of detached labels for third-class "marriage mail" heated up.

Detached labels are separate, postcard-like pieces that typically contain the addresses of recipients of advertising supplements that are "married" into one package and mailed to consumers. By using the separate labels, the mailer avoids the necessity of individually addressing the mail package.

Advo attacked ANPA for allegedly making "substantive misstatements" about Advo's use of the labels. "Simply stated," Advo said, "ANPA wants the (Postal Rate) Commission to give newspapers a protected competitive position by shackling mailers with restrictive rules and surcharges, and hampering the Postal Service's ability to adopt and foster efficient mail processing methods."

The remarks came in the form of reply comments to a document ANPA filed with the rate commission, re-emphasizing reasons the Association's complaint should get a full hearing [presstime, Feb. 1984, p. 29]. The commission in late February had not decided whether to take up the matter.

ANPA countered the Advo remarks by saying that much of the Advo document was "an unwarranted, vituperative attack on ANPA's motives. ANPA has previously addressed Advo's anticompetitive charges; it again denies them."

Advo—a Hartford, Conn.-based firm that is the nation's largest direct-mail operation—outlined the development of competition between newspapers and so-called "marriage mail" for delivery of advertising supplements. Advo said that before its launch of marriage mail in 1980, newspapers had little preprint competition, while advertisers had an "unmet need for total advertising coverage."

"Ironically," Advo continued, "virtually all daily newspapers now offer competitive non-subscriber distribution of preprint inserts, primarily through their own third-class shared mail programs." Advo alleged that newspapers want to "eliminate shared mail as a competitive force so that it can return to the comfortable preprint monopoly position of the last decade. ANPA's attack on the detached label is, quite clearly, a part of that broader objective."

The mailing firm also took issue with ANPA's analysis of how postal workers handle the detached labels and their accompanying marriage-mail packages. ANPA had said that detached labels actually are separate pieces of mail resembling postcards and should be charged by the U.S. Postal Service accordingly. Handling two items, the Association said, costs USPS more than handling one item.

Advo disagreed, saying the cards are actually a more efficient way for the Postal Service to deliver ad supplements.

Meanwhile, comments on the proceeding also were filed by six other organizations—the U.S. Postal Service, the Direct Marketing Association, the Third Class Mail Association, the Association of General Merchandise Chains, the Association of Private Postal Systems and the National Association of Selective Delivery.

The latter two agreed with the ANPA position. In a joint brief, they said detached labels and marriage-mail pieces clearly are separate "under any reasonable definition of that word."

The other four organizations opposed ANPA's position. But the Association said their comments raised substantial questions that in themselves supported airing the detached-label issue in a rate commission forum.

In its filing, the Postal Service agreed with Advo that the commission should not hear the ANPA case. It characterized the "attack" on the detached-label practice as "a manifestation of a competitive struggle which is extrinsic to the Postal Service. One side to this competitive struggle perceives advantage to itself through burdening the mailers as well as the Postal Service with unnecessary, less efficient, and more costly procedures."

Like Advo, USPS maintained that detached labels save "labor, time and money" and "enable us to serve the public better at lower cost." USPS reasserted its contention that a marriage-mail piece and detached address label constitute "a single mail piece and should be treated as such for rate-making purposes."

USPS also defended Advo's publishing advertising on the back of the card, saying ads do not affect the nature or purpose of detached labels. □

'Red-tag' treatment now afforded all 2nd-class

The U.S. Postal Service said Feb. 16 it would extend "newspaper treatment" to all second-class publications starting March 1. The treatment, also known as "red tag" service, historically has been given only to daily and weekly publications with time-sensitive news content.

ANPA is analyzing the decision.

Postal Service officials announced Feb. 15 at a Mailers Technical Advisory Committee meeting that they were considering the change partly to improve operational efficiency.

Observers said USPS has been asked for improved service by some second-class mailers, such as some business publications that have not received preferential "newspaper treatment." MTAC members, including representatives from the newspaper business, objected to the proposal, saying service to time-sensitive newspapers could be adversely affected. They also complained that MTAC was not consulted on the policy change.

Nevertheless, on the following day, Postmaster General William F. Bolger said the "red tag" change would take effect the first of this month.

Some observers said the broadening of red-tag service could lead to imposition of a fee for the special treatment, which until now has been provided at regular second-class rates to qualified publications. The newspaper business successfully fought off such extra charges in the past [presstime, July 1981, p. 31]. □

Reagan again proposes 'revenue foregone' cuts

A Reagan budget proposal once again has clouded the future for some second-class postal rates.

The President in his fiscal 1985 budget proposed a cut in "revenue foregone" funding from the current $879 million to $400 million. That funding subsidizes second-class mailings within the county of publication and mailings of fewer than 5,000 copies outside the county.

Such radically decreased funding could have a substantial impact on rates. Observers note, however, that Congress historically has rejected Reagan's proposals for postal funding and approved higher amounts [presstime, Dec. 1983, p. 20]. Last year, Reagan also proposed $400 million. □

FOIA exemption bill still concerns ANPA

A bill to exempt some CIA "operational" files from the Freedom of Information Act needs more refinement, a representative of ANPA and the American Society of Newspaper Editors told a House subcommittee.

Charles S. Rowe said legislation passed by the Senate in November is an improvement over what originally was proposed, but he said several provisions need further work [presstime, Dec. 1983, p. 15]. Rowe, editor and co-publisher of The Free Lance-Star in Fredericksburg, Va., testified Feb. 8 before the Subcommittee on Legislation of the Permanent Select Committee on Intelligence.

The CIA wants the exemption for operational files because it would help relieve CIA informants' fears that they risk exposure under the FOIA. A CIA representative said the bill should result in a reduction of the current two-to-three-year wait for responses to FOIA requests. The exemption would not create any "meaningful loss of information now (being) released" under the FOIA, he said.

Rowe said that "a degree of concern remains" that the Senate-passed bill could deny information that is now available. He urged the subcommittee to "take a fresh and careful look" at this question.

He also recommended that the subcommittee:

- Strengthen the judicial review provision
- Strengthen a provision requiring continued search and review of files that were examined in an official investigation of illegality or impropriety
- Include language requiring the CIA to streamline the processing of FOIA requests and to reduce the backlog.

The subcommittee is expected to act on the legislation by mid-March. □

The Newspaper Guild

Petitions signed by more than 6,500 journalists supporting a stronger FOIA are presented to congressional leaders of the effort. From left, Guild President Charles A. Perlik Jr., Sen. Patrick Leahy (D-Vt.), Rep. Glenn English (D-Okla.) and SPJ,SDX President Phil Record.

Security directive pulled back

President Reagan has decided to suspend implementation of sections of his controversial national security directive that would have greatly increased the number of government employees required to sign "lifetime censorship" agreements and expanded the use of polygraphs to investigate leaks of classified information to the news media.

A White House press spokesman said the decision was made "to enable the administration to work with the Congress to get a bipartisan solution to the problem of safeguarding national security information." Congress already had delayed implementation of the prepublication agreement provision until April 15 [presstime, Jan. 1984, p. 35].

The President's decision came as committees on both sides of Capitol Hill were planning hearings on both issues. Subsequently, the Senate hearing was postponed, pending further word from the administration on its intentions. □

Broadcast rules called out of date

The broadcast fairness doctrine and equal-time rules are "untimely, counterproductive public policy" and should be repealed, a Virginia newspaper executive said in Capitol Hill testimony.

"The freedom from content control which newspapers possess—embodied in the First Amendment rights of American citizens and upheld by the U.S. Supreme Court—provides the best model for maintaining the free flow (of ideas) concept, regardless of the communications medium used," said Charles S. Rowe, of The Free Lance-Star in Fredericksburg.

Rowe, who is chairman of the ANPA Government Affairs Committee's First Amendment/Freedom of Information Working Group, said the Association supports S 1917, the Freedom of Expression Act [presstime, Nov. 1983, p. 15].

Introduced by Senate Commerce Committee Chairman Bob Packwood (R-Ore.), S 1917 would repeal sections of the Communications Act that provide the basis for the fairness doctrine and rules governing reasonable access to, and equal time on, radio and TV for political candidates.

Packwood's committee held hearings in January and February. Among those also supporting the elimination of content restrictions were the American Society of Newspaper Editors, the Society of Professional Journalists, Sigma Delta Chi, and James K. Batten, president of Knight-Ridder Newspapers Inc. □

FOIA Day gains support among House members

A resolution to designate March 16 as "Freedom of Information Day" in the United States was virtually assured of passage in the House of Representatives in late February when it acquired enough cosponsors—218, a majority of the membership—for it to be brought to a vote.

The future of the resolution in the Senate is unsure. Jean Otto, chairman of the First Amendment Congress, said a Senate sponsor is being sought. Otto, editorial page editor of the Rocky Mountain News in Denver, noted that similar resolutions passed the Senate in past sessions but were not acted upon by the House.

March 16 is the birthday of James Madison, an author of the Bill of Rights. □

Court upholds KC Star dealer phase-out

The 8th U.S. Circuit Court of Appeals has ruled that the Kansas City Star Co. has a right to phase out use of independent contract carriers and implement an agency distribution system.

The independent contractors, some of whom claim they will lose a major capital "investment" in their routes, said they will appeal the decision to the U.S. Supreme Court.

The seven-year-old case involves allegations by the 269 plaintiffs that terminating their independent sales and delivery arrangements would violate the Sherman Antitrust Act [presstime, March 1983, p. 18]. They argued that the Star Co., as the monopoly daily newspaper publisher in the city, unlawfully would eliminate competition in newspaper sales.

However, the Star Co. argued that it needs to change its delivery system so it can set uniform subscription prices and provide more responsive service.

A U.S. District Court in February 1981 sided with the carriers. It said the Star Co.'s planned "vertical integration" into delivery and its "refusal to deal" with contract carriers would violate antitrust law.

The court permanently enjoined the Star Co. from switching to the agency system—in which the publisher would sell copies directly to readers and pay agents simply to deliver the paper. Under an independent-contractor system, the newspaper sells copies to the contractor who controls distribution to subscribers, including setting the retail price.

A three-judge panel of the 8th Circuit in December 1982 upheld the injunction by a 2-1 vote.

In the most recent decision, issued Feb. 6, the full, nine-member appeals court overturned the three-judge panel 6-3. It said the carriers failed to show that any anticompetitive effects that would result from the changeover would be "unreasonable."

The court also said that Star Co. has offered "legitimate business reasons for adopting the delivery agent system." Those include "the ability to set an area-wide uniform retail price to facilitate 'in-paper advertising' for new subscriptions and simplify subscription collection and . . . the capability to be more responsive to customer complaints and assure more rapid starts for new subscribers."

The court agreed with the Star Co. that, in this case, the company has "the unfettered business prerogative to correct these problems in the most efficient manner possible"—which the publisher says is through the delivery agent system.

Another major issue in the case was many carriers' assertions that their routes were their exclusive "property" because they had bought rights to them from other carriers who had left the business. Some routes were "sold" in this fashion for hundreds of thousands of dollars.

The newspaper did not play a role in those transactions, other than to enter into the usual contractual agreement with the new carrier. Those pacts were terminable, the court said, and the Star Co. always had a right to compete with carriers at the retail level, although it seldom delivered newspapers directly to subscribers.

Also, the appeals court said, it is "hard to ignore the fact that every other antitrust case brought against a newspaper publisher challenging the newspaper's decision to forwardly integrate into distribution has been resolved in favor of the newspaper." □

Kansas daily hit by suit filed by shopper

The Lawrence (Kan.) Daily Journal-World is the latest daily newspaper to be named in a suit alleging anticompetitive conduct through its total-market-coverage program.

Telegraphics Inc., publisher of a shopper called Telegraphics, Feb. 2 filed a multimillion-dollar antitrust suit against the Journal-World's parent firm, The World Co., alleging unfair business practices.

The suit alleged that The World Co. unfairly coerced advertisers to stop doing business with Telegraphics and set prices for its TMC shopper, called F.Y.I., that are predatory and below costs.

As a result, Telegraphics said, it has lost much revenue and had to curtail third-class-mail circulation of its shopper in the Lawrence area.

Telegraphics Inc.—which also publishes a paid weekly, The Baldwin (Kan.) Ledger—seeks $4 million in actual damages, $6 million in punitive damages, a permanent injunction "restraining future illegal conduct" on the part of The World Co., and reimbursement for costs of the suit including attorney fees.

The World Co. has denied the allegations. The company said it will respond with a "vigorous" defense. □

COURT BRIEFS

• The U.S. Supreme Court **refused to hear two press-related cases** Feb. 21. In one, The El Paso (Texas) Times and the Associated Press had requested review of a federal appeals court decision prohibiting reporters from making "repeated requests" for interviews with jurors at the conclusion of a murder trial [presstime, Oct. 1983, p. 13]. In the other, the National Enquirer asked the court to overturn a California state court decision in entertainer Carol Burnett's libel case against the Enquirer [presstime, Aug. 1983, p. 10]. She won the case. But a state appeals court reduced punitive damages from $1.3 million to $150,000, or, it said, Burnett could get a new trial. She has chosen the latter.

• Both sides have filed notices of appeal with the 4th U.S. Circuit Court of Appeals over an **antitrust judgment in a dispute over shoppers.**

Advantage Publications Inc. won the judgment against Daily Press Inc. of Newport News, Va., after suing the newspaper for alleged predatory pricing.

Daily Press wants the judgment overturned. Advantage objects to the low award of the judgment—$3 [presstime, Jan. 1984, p. 34].

• ANPA, the American Society of Newspaper Editors and the American Bar Association Forum Committee on Communications Law will hold a **day-long review of the landmark libel case** *New York Times v. Sullivan* April 13 in Washington, D.C. (See story, p. 12.) Registration fee is $100 for members of the sponsoring organizations, $125 for non-members and $35 for law students.

For information, contact either ANPA or ASNE at The Newspaper Center in Reston, Va., or Norman Nelson at the ABA Forum Committee on Communications Law, 1155 E. 60th St., Chicago, Ill. 60637, (312) 947-3853.

Press-military Grenada panel favors 'maximum' coverage

A military-civilian panel considering recommendations to the Pentagon on guidelines for dealing with the news media in future military operations has indicated its strong support for "maximum" coverage.

After a week of hearings which focused frequently on the media's role in Vietnam and on the more recent news blackout in Grenada, the Pentagon Panel on Media-Military Relations said the forthcoming recommendations would support its belief "that the U.S. media should cover U.S. military operations to the maximum degree possible consistent with mission security and the safety of U.S. forces."

The statement, welcomed by media representatives, came amid reports the Pentagon had already responded to media criticism by altering its press-relations policies.

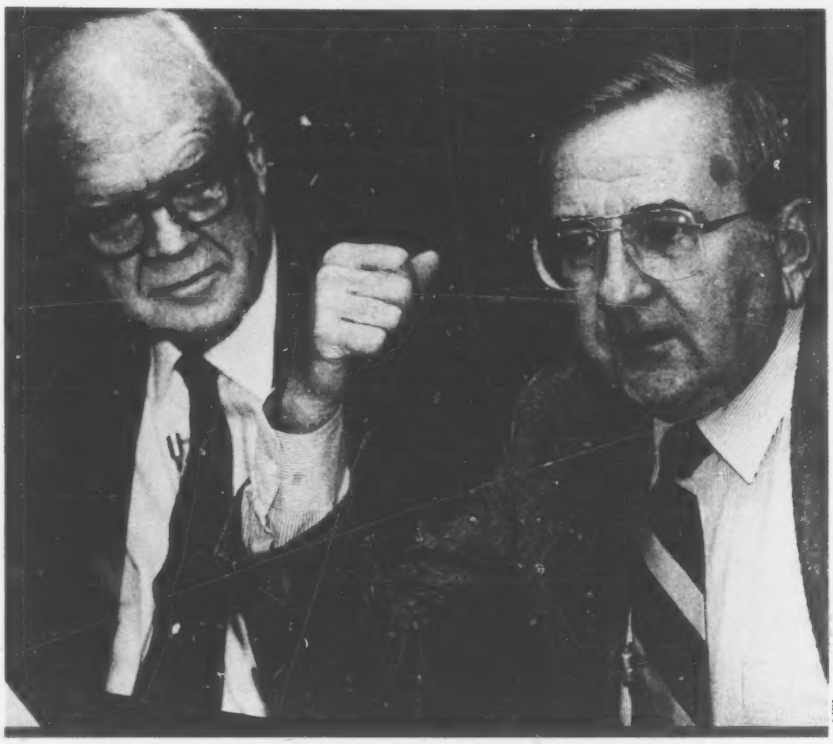
The Joint Chiefs of Staff adopted new procedures to plan for press coverage during military operations. This indicates Pentagon recognition that the Grenada blackout was a mistake that should not be repeated, said retired Army Maj. Gen. Winant Sidle, chairman of the 13-member panel of military officers and journalists.

In addition, Secretary of Defense Caspar W. Weinberger issued a statement of "Principles of Information," pledging the Pentagon's intent to "make available timely and accurate information so that the public, Congress, and members and representatives of the press, radio and television may assess and understand the facts about national security and defense strategy."

The assistant secretary of defense for public affairs "has the primary responsibility for carrying out this commitment," according to the statement.

The military-civilian panel headed by Sidle, who oversaw military-press relations in Vietnam, was created by Army Gen. John W. Vessey Jr., chairman of the Joint Chiefs, following media protests of the government's refusal to provide press access to Grenada during the first two days of last fall's invasion by U.S. troops [**pressstime**, Feb. 1984, p. 34].

The recommendations will be sent to Vessey, who will make recommendations to Weinberger. The latter is expected to make public those recommendations, along with his reactions and directives on implementation of any guidelines for military-media relations.



UPI

Panel chairman Sidle listens to ASNE's Black make point.

Cordial air. The cordial nature of the Feb. 6-10 hearings at Fort McNair in Washington, D.C., and the generally agreeable and cooperative response from the Sidle panel were praised by several of the media representatives who appeared before it.

Typical was the reaction of Creed C. Black, president of the American Society of Newspaper Editors and publisher of the Lexington (Ky.) Herald-Leader, who told the panel he was "glad to see your mission is to see *how* the press can be accommodated (in future military operations), not *if*."

Eighteen media organizations sent representatives to address the panel, and the first to appear was ANPA Executive Vice President Jerry W. Friedheim. He said:

"The main thing I hope this panel will recommend is that the highest civilian and military officers of the U.S. government should have no hesitancy in reaffirming that military plans must *include* planning for press access, in keeping with traditions and techniques which safeguard security and safety.

"I hope you will agree that earlier and detailed utilization of the expertise of government public affairs officers during the planning and execution of the Grenada operations could have met the interests both of the military and of the public, to everyone's benefit.

"Everyone in this room knows how it could have been done right in Grenada," Friedheim said. "Everyone in this room knows that whatever the specific circumstances of some future operation, ways can be found to do it right."

ASNE's Black said, "We are not asking the defense establishment to telegraph its punches" by allowing the press unlimited access to military planning and strategy. But he added: "There is nothing in the record to suggest that American newspa-

permen and women cannot be trusted" in their handling of military information. "In fact, the opposite is the case."

John Seigenthaler, editor and publisher of The Tennessean in Nashville and editorial director of USA Today, speaking in behalf of the Society of Professional Journalists, Sigma Delta Chi, said: "History demonstrates that the American press can keep secrets, honor justifiable news embargoes and help protect the safety of our soldiers."

Setting up pools. Panel members sought the speakers' views on the specifics of how the Pentagon might go about establishing press pools that would provide on-the-scene coverage of future military operations. They asked about journalists' credentials, about news embargoes, about the number of reporters that should be included in pools, about identifying the proper editor or executive in a news organization who is responsible for committing the organization to agreements with the Pentagon, and about the possibility of establishing semipermanent pools of experienced military reporters.

The press representatives supported pool coverage of military operations, when necessary, such as in the Grenada example, but ANPA's Friedheim noted there is no need for a "monolithic" structure or strict rules to govern creating pools.

A former assistant secretary of defense for public affairs, Friedheim said the Pentagon and the media could work out pool coverage as a "joint responsibility" tailored to the needs of each situation. Senior government public affairs officers could select pool members, he said, or the media could make the selections just as they now "do all the time" in covering certain national events.

"The pre-Grenada rules worked well," said Washington Post Executive Editor Benjamin C. Bradlee, agreeing that specific guidelines are unnecessary.

Seymour Topping, managing editor of The New York Times, also agreed, saying, "We have not had great problems with the Pentagon. . . . Experienced military public affairs officers know how to cope with the specific problems that will arise."

"I'm not aware that we had any difficulties with the military before Grenada," echoed Louis D. Boccardi, executive vice president of the Associated Press.

Alvin Shuster, foreign editor of the Los Angeles Times, said when press access to the battlefield must be limited, the Pentagon must ensure that its briefing officers are well-informed—a step he said was not taken in Grenada.

Although military accreditation of reporters normally works well, "there is a fine line between accreditation and license," said AP President and General Manager Keith Fuller in prepared responses to questions submitted by Gen. Vessey prior to the hearings. Noting that AP coverage in Grenada involved several reporters "for whom I doubt we would have sought DOD (Department of Defense) accreditation in advance," he said: "The choice of reporters depends on the nature of the mission, its locale and their availability.

"A basic emergency list (of reporters) would be feasible," said Fuller. "Beyond that, the military would need to have a swift and flexible means for issuing accreditation for the specific zone."

William J. Small, president of United Press International, also submitted prepared responses to Vessey's questions before appearing before the panel. In answering a question about the media's right to cover military operations under the First Amendment, Small said:

"What we have here is a matter of access to armed conflict, something never denied the American press in the past. Most important, we have a question of *your* credibility. While the military success in this invasion appears to have great popular support, in the long run Americans want truth and in that long run, rely on the press to be its 'witness and watchdog' over the activities of those in public service, both in government as such and in the military." Small said he had no quarrel with establishment of the Sidle panel or with its goals, but he added:

"I *do* quarrel with the idea that this country can march off to war blandly preventing the press from conducting its established role as auditor of what *our* officials, *our* troops, and our America are doing. That role is fundamental to a free press, and a free press is fundamental in a free society."

Walt Mossberg, deputy Washington bureau chief of The Wall Street Journal, who covered the Pentagon until October, told the commission: "I do not feel the presence of the press (in military operations) is a privilege to be conveyed by the Pentagon; it is a right of the press." Pools and embargoes are "reasonable" arrangements for covering military activities, Mossberg said, but they should not be instituted for "political" reasons, and pool coverage should give way in short order to full coverage.

Edward M. Fouhy, Washington bureau chief of ABC News and chairman of the Freedom of Information Committee of the Radio-Television News Directors Association, said he found in a recent meeting with government officials that there are misconceptions about the needs of TV news staffs in combat. "We do not, for example, feel we must have a correspondent-camera crew in the first helicopter or landing barge (in an invasion or attack)," he said. "(But) we are asking, indeed insisting, on reasonable access in timely fashion to the troops engaged in a military operation."

Also addressing the panel were three military public affairs officers, who said the news media are more understanding toward problems of the military now than they were during the 1970s. "There is a greater sensitivity now, and it was there even before Grenada," said Maj. Gen. Llyle J. Barker Jr., the Army's chief of public affairs. His views were supported by Commodore Jack A. Garrow, Navy chief of information, and Brig. Gen. Richard F. Abel, Air Force director of public affairs.

—Neil D. Swan

Leaders in past 'did it right'

"We in the press don't insist that you do it exactly the way some wise military leader did it in the past. You don't have to do it as General Eisenhower did on D-Day. You don't have to do it exactly as General MacArthur did at Inchon. We don't require that you get correspondents aboard the ships exactly as General Palmer did during the Dominican Republic operation. Nobody is saying do it exactly as Admiral McCain and General Abrams did for the Cambodian incursion. We just say: Those leaders did it because it was right, and it was possible, and it produced benefits for the government's credibility, for the public's trust in its military services and for the concept of an open society that distinguishes our country from every other country on earth."

—ANPA Executive Vice President Jerry W. Friedheim in presentation to Pentagon's Sidle panel

News council idea dropped in Oregon

Oregon newspaper publishers have abandoned the idea of establishing a news council that would address complaints by the public against the media.

However, the Oregon Newspaper Publishers Association has organized a Reader/Press Relations Committee that plans to issue recommendations "to improve the relations of the press and public," said the panel's chairman, Hasso Hering, editor of the Albany (Ore.) Democrat-Herald.

The earlier proposal for a news council was abandoned after a study revealed little media support for a statewide organization to air grievances against the press.

Such sentiment has been evident elsewhere [presstime, Jan. 1984, p. 44]. There are only three press councils now operating in the United States, including the New York City-based National News Council. □

Correction

A story in January's presstime (p. 42) incorrectly attributed a statement to Michael I. Burch, assistant secretary of defense for public affairs. The statement, that the 1,700-member White House press corps contains "some oddballs" who might not hesitate to write stories that would compromise national security, was made at a public hearing by former White House communications chief David Gergen. Presstime regrets the error. □

NEWS-EDITORIAL NOTES

• Although the original deadline for applying for **press credentials for the 1984 Democratic and Republican national conventions** was Jan. 31, applications continue to be accepted because there are still some credentials available.

Newspaper reporters may obtain forms from the Standing Committee of Correspondents, Room S 316, U.S. Capitol, Washington, D.C. 20510. Newspaper photographers should write the Press Photographers Gallery, Room S 317, at the same address.

The Democratic convention will be July 16-19 in San Francisco. The Republican convention will be Aug. 20-23 in Dallas.

• Copies of *Newsroom Guide to Polls & Surveys* are available from ANPA as a tool to **help newspapers properly cover election-year polls.**

The 79-page guide, intended to help newsroom personnel understand polls, was prepared by Indiana University journalism professors G. Cleveland Wilhoit and David H. Weaver under the auspices of the ANPA news research program [presstime, March 1980, p. 25]. Price is $10 for single copies or $8 each for orders of 10 or more. Contact ANPA's Public Affairs Department at The Newspaper Center.

• The Los Angeles Times-Washington Post News Service **advanced the start-up date of a new "All-Sports Service** from June 1 to Feb. 1 because of heavy demand from newspapers for the supplemental sports material.

Three sports packages are available in the service: Sports DataCall, offering full spot news and feature stories from the Los Angeles Times, The Washington Post and seven other newspapers as well as Deutsche Presse-Agentur and Agence France-Presse; AP DataFeature; and UPI DataNews.

• Techniques and design skills will be emphasized at the fourth annual Society of Newspaper Design-University of Missouri **Newspaper Design Workshop** April 27-29 at the university's journalism school. Registration is $40 for working journalists and $10 for students. For more information, contact Jay Anthony, Newspaper Design Workshop, University of Missouri School of Journalism, Box 838, Columbia, Mo. 65205; (314) 882-4714 or 882-3396.

• Sen. William Proximire (D-Wis.) criticized an Army commander in Europe for **barring The Stars and Stripes** newspaper from reporting on the forced retirement of a West German general for allegedly being a security risk. The general was later exonerated and reinstated.

The daily is published by the Department of Defense but enjoys considerable editorial independence [presstime, Nov. 1981, p. 30]. Proxmire said the incident was the first serious case of censorship in the paper in two decades.

• The American Society of Newspaper Editors will include periodic bulletins on **employment of minorities** in its monthly newsletter, The Editor's Exchange.

The bulletins, written by ASNE's Minority Affairs Director Carl E. Morris, will describe programs for training, recruitment and hiring of minority journalists [presstime, Oct. 1983, p. 33].

'Shoe' By Jeff MacNelly

THE PENTAGON JUST ANNOUNCED THAT THEY'LL ALLOW THE PRESS TO GO ON ANY FUTURE INVASIONS...
THAT'S GOOD NEWS.
NOT REALLY.
THEY WANT THE EDITORIAL WRITERS ON THE FIRST WAVE.
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FCC rules for press; satellite won't move

The threat that newspapers might have to realign their satellite receiving dishes has been averted.

The Federal Communications Commission, in a victory for the press, ruled that Western Union may keep the satellite slot of 91 degrees west longitude. Westar III, which carries the majority of Associated Press satellite-delivered services and some of United Press International's, currently occupies that position.

The FCC had proposed that, as part of a plan to increase capacity of communications via satellites, Westar III be moved to 86 degrees west longitude to make room for a future GTE satellite in the 91-degree slot [*presstime*, Jan. 1984, p. 37]. This would have required recipients of AP and UPI satellite services to adjust the aim of their "dishes."

The commission changed its mind after numerous parties including AP, UPI, ANPA and Gannett Co. Inc. pointed out that serious disruptions in the delivery of news and information could occur.

Westar III, launched in July 1979, has a life expectancy of about seven years. Western Union tentatively plans to launch another satellite, Westar VII, in the fall of 1985, said company spokesman Warren R. Bechtel. It is planned to accommodate signals now carried via Westar III, and in all likelihood it will occupy the 91-degree slot, experts say. □

TELECOMMUNICATIONS NOTES

• CBS Inc., IBM Corp. and Sears Roebuck and Co. Feb. 14 announced a joint venture to begin development of a **commercial videotex service**. The service, which the partners said was "not likely to be available for several years," would be accessible by personal computer.

• Scheduled for launch April 15 in the Chicago area, **Keyfax Interactive Information Service** also will be accessible by several types of personal computers as well as by special terminals being manufactured for the service. "It's one of the major elements that we think is going to guarantee our success," said Thomas R. Ray, advertising and public relations manager for Keycom Electronic Publishing.

• **Dow Jones News/Retrieval** "broke into the black" in 1983, according to Dow Jones & Co. Inc. The business news and information service ended the year offering 26 data bases to nearly 120,000 subscribers.

• Billings for **cable TV network advertising** rose to $302.6 million in 1983, compared with $195.2 million in 1982, according to an estimate by Paul Kagan Associates. The Carmel, Calif.-based research and publishing firm projects 1984 network billings will exceed $448 million. The company's estimate of advertising billings by local cable systems was not complete at press time.

• **A projection of all cable ad revenues** has been made by Standard & Poor's Corp. of New York. It estimated 1984 revenues will be $575 million, up from an estimated $383 million in 1983 and $252 million in 1982.

• United Press International sold distribution and marketing rights to its two **cable news services** to Telecrafter Corp., a Denver-based company that provides products and services to the cable TV industry. Donald W. Blohowiak, president of Data Cable Corp., a Telecrafter subsidiary, said the agreement also gives Telecrafter exclusive rights to distribute UPI news via cable television.

• Scripps-Howard has acquired a minority interest in McCaw Cellular Communications Inc., a Bellevue, Wash.-based firm that has applied for permits to build **cellular radio** systems in 26 markets [*presstime*, Nov. 1982, p. 18].

• While some newspaper companies are expanding their involvement in **cable TV programming**, others continue to get out.

Expanding involvement is Cox Enterprises Inc., which Jan. 30 began a cable-TV news channel in Mesa, Ariz., where it publishes the Mesa Tribune, and which this spring will become involved in cable programming in Miami where it publishes The Miami News [*presstime*, Oct. 1983, p. 20].

Getting out is the Piedmont Publishing Co. Inc., which publishes the Winston-Salem (N.C.) Journal and The Sentinel. Piedmont closed its 15-month-old cable service in late December. "I don't believe at this point there really is a market out there" for cable text, said Thomas E. Waldrop, vice president, general manager.

Deadlock avoided over radio frequency allocation

A deadlock between developed and under-developed nations was avoided when the World Administrative Radio Conference agreed to test a computerized method of allocating shortwave radio frequencies.

The proposal was a compromise between the demand of Third World nations for a specific allocation formula that would save space for their future use of the limited spectrum of radio bands, and the insistence of developed nations that the solution be flexible enough to allow their continued use of large portions of the high-frequency spectrum—at least until Third World nations develop the technology to use them.

The agreement was reached as the month-long meeting in Geneva, Switzerland, neared its conclusion Feb. 11 [*presstime*, Feb. 84, p. 33].

WARC '84, was conducted by the United Nations' world broadcasting authority, the International Telecommunications Union. It was charged with choosing a formula for allocating the limited shortwave radio frequencies.

Because the computerized solution is new, the conference proposed that it be tested over the next two years by a panel of experts independent of the telecommunications agency before final agreement is reached by participating nations. Another conference, WARC '86, is scheduled to implement the plan.

The WARC delegates from 115 countries also voted to have the ITU develop a program to monitor frequency "jamming" by governments trying to block transmission from other countries. A second resolution encouraged countries whose programs are "jammed" to seek assistance from the ITU's International Frequency Registration Board in finding alternative transmitting frequencies. □

Final message

A poignant message left by a dying Canadian journalist was discovered Feb. 16 when the press was admitted to a Lebanese village where more than 100 civilians had been massacred five months earlier. Written in blood on a pillow were the words: "Please tell my family I love them." The message was followed by the name of Clark Todd, chief of the London Bureau of Canadian Television network, whose body had been removed from Kfar Matta by the Red Cross last September. □

FTC eyes housing ads for financing data

The Federal Trade Commission has moved decisively to bring real estate credit advertising into compliance with the federal truth-in-lending law.

During 1983, the rate of compliance in 42 major cities increased from an average of less than 20 percent to 86 percent, according to an FTC report released Feb. 16.

This improvement was spurred by an FTC-sponsored educational campaign. Throughout 1983, FTC staff members read nearly 90,000 display advertisements in 58 major newspapers with a combined circulation of 22 million. When violations were spotted, advertisers were notified, and their responses were monitored by the agency.

But beginning this year, FTC Chairman James Miller III told a press conference, there will be no more "Mr. Nice Guy." Referring to the agency's power to enforce the Truth-in-Lending Act, Miller said "people are on notice" that the commission will actively pursue violations.

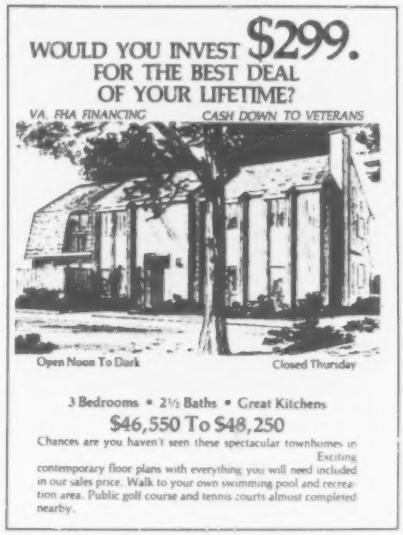
Since the law was passed in 1968, the commission has issued more than 300 administrative complaints, most of which alleged violations of credit advertising of consumer goods and services. Civil penalty actions were brought against 19 home builders and real estate companies for violation of the act's credit-advertising provisions, and they paid a total of $600,000 in penalties ranging from $10,000 to $90,000.

However, the FTC felt that an educational program seeking voluntary compliance from the entire industry would be more effective than a punitive approach aimed at a few major violators.

Ignorance of the law is widespread, said the report, and "creative financing"—alternatives to the conventional fixed-rate mortgage—which now accounts for about half of all new home financing, "makes compliance with the law even more difficult."

The Truth-in-Lending Act has three basic requirements for advertising real estate credit:

- Ads must reflect terms actually available to the consumer.
- Ads that specify an interest rate also must state the annual percentage rate, which is fractionally higher.
- If any one of certain major terms of a loan is advertised, certain other major terms must also be set forth in the ad. For example, an ad including *any* of the following—down payment, monthly payment, number of payments or length of loan, or finance charge—must include *all* of the following: down payment, repayment terms (such as the number and amount of payments) and annual percentage rate. The most frequent violation, said the report, is the improper use of such "triggering terms."


WOULD YOU INVEST $299.
FOR THE BEST DEAL
OF YOUR LIFETIME?
VA. FHA FINANCING
CASH DOWN TO VETERANS
Open Noon To Dark
Closed Thursday
3 Bedrooms • 2½ Baths • Great Kitchens
$46,550 To $48,250
Chances are you haven't seen these spectacular townhomes in
Exciting
contemporary floor plans with everything you will need included
in our sales price. Walk to your own swimming pool and recrea-
tion area. Public golf course and tennis courts almost completed
nearby.

In a violation of Truth-in-Lending Act, this ad neglects required disclosure of financial terms being offered.

The FTC said, however, that the annual percentage rate may be advertised without stating any other credit terms.

The FTC study was made in two stages —a pilot project in 16 cities the first six months of 1983, and a study of 26 other cities in the second half of the year.

The media are not liable under the Truth-in-Lending Act for advertisements they carry. However, the FTC manual *How to Advertise Consumer Credit* encourages the media to "protect their customers by screening advertisements to make sure that they comply with the law."

Copies of the 20-page booklet are available from the Federal Trade Commission, Public Reference Branch, Room 130, Washington, D.C. 20580.

Ad revenues' growth beats other media

The International Newspaper Advertising and Marketing Executives heard encouraging news at the organization's 132nd sales conference.

Newspaper advertising expenditures grew more than those in any other advertising medium during 1983, said Leo Bogart, executive vice president and general manager of the Newspaper Advertising Bureau.

Newspapers' 17-percent growth outpaced the 12.3-percent rise in advertising expenditures for television, and the 14.2-percent increase for all consumer media, said Bogart.

Newspapers' estimated $20.7 billion in 1983 ad expenditures represent 36 percent of the $58 billion spent on advertising in consumer media last year and 27.5 percent of the estimated $76 billion spent on all advertising.

In a speech at the late-January conference in New Orleans, Charles D. Peebler Jr., chairman of the board of Bozell & Jacobs, said, "I am here to tell you that the pieces are basically in place (for newspapers) to make a move up" from the 8 percent of national media advertising they currently attract.

To accomplish this, said Peebler, whose advertising agency placed nearly one-fifth of its total media billing in daily newspapers, advertisers and their clients have to "go for showmanship.

"These are not ordinary times. . . . Your product is extraordinary," said Peebler. "If you can come up with an idea that's clear off-the-wall but is somehow right on target, you may succeed in winning the prospect over through sheer drama."

Sounding a more somber but still encouraging note, Otto A. Silha, chairman of both the Cowles Media Co. and of the Joint Postal Task Force formed by ANPA, NAB and the National Newspaper Association, briefed INAME delegates on efforts underway to improve the position of newspapers now competing with low third-class postal rates. (See story, p. 29.)

In his report as outgoing INAME president, Leo L. Kubiet, advertising director of the St. Petersburg Times and Evening Independent, announced that the INAME Foundation will raise $1 million to finance a scholarship fund for college seniors planning careers in newspaper advertising.

Return to merchandising basics needed to recoup ROP

BY CRAIG C. STANDEN

Almost everyone in the newspaper business agrees that we ought to be selling more ROP, or run-of-paper, advertising to our advertisers, as opposed to preprinted inserts.

For one thing, when an advertiser buys an insert, only 45 percent of what the advertiser pays for the insert ends up as newspaper revenue; the other 55 percent goes to the printer of the insert. In addition, an insert makes the advertising "portable." That is, it can reach the consumer by means other than the newspaper—most notably by direct mail, which has been happening all too often in the last few years.

But apart from revenue losses, there are other important reasons for us to prefer that more of our advertising, especially our retail advertising, should appear in the newspaper as ROP rather than as an insert. ROP advertising represents "value added" to our readers in a number of important ways:

1. *ROP ads provide readers with information they want.* Again and again, research studies have shown that ROP advertising, especially retail advertising, is considered by our readers as an important part of the "news" in the newspaper. People want to know what's on sale in the stores, what's playing at the movies, what's the price of lamb chops, what's the current interest rate on certificates of deposit. By and large, these "news" items are just as interesting to consumers as the items in the newshole.

2. *ROP ads build credibility for all newspaper ads.* Retail ads are almost always accurate. They have to be. A local merchant can't afford to advertise a polyester dress or suit as all wool, a food store can't afford to advertise steak at 99 cents a pound unless it *has* steak at 99 cents a pound, a bank can't afford to advertise the wrong interest rate. That fact of life is reflected in two recent research studies that showed consumers consider newspaper ads by far the most believable among the major media. This is self-reinforcing: It helps every ad in a newspaper produce better results.

3. *ROP ads create a "marketplace" for retailers and readers.* Traditionally, newspaper readers have been able to "go shopping" without leaving the house just by reading the retail ads. In this sense, the newspaper exemplified the idea of the shopping mall long before the first mall was built.

Craig C. Standen

These reasons why ROP advertising is important to newspapers are also reasons why ROP is important to retailers. And you will notice that, from the merchant's point of view, they are concerned not just with advertising but with *merchandising.*

If we are to overcome the years in which some of our most important ROP advertising was replaced by preprinted inserts, we must convince retail managers that ROP advertising—whether it replaces or is added to their insert advertising—can help make them do a more effective job of selling merchandise and solving some of their merchandising problems.

How? Let's look at some ROP merchandising possibilities, as suggested by one of the bureau's top retailing experts, Al Eisenpreis.

• ROP can bring a retailer new customers.

Research indicates that a store's preprints appeal most strongly to those who have already shopped at the store. But a retailer must generate a constant stream of *new* customers to replace those who move away or become dissatisfied. A consistent ROP campaign can reach out to non-customers, project a clearly defined and desirable store image, and present "newsmaking" merchandise.

In a way, the ROP ad is like the store's window displays. Just as the window display lures passersby into the store, the ROP ad and the merchandise and image it displays lures readers into the store.

• ROP can bring excitement back into retailing.

ROP is fast, flexible, as timely as today's headlines. That's how retailing used to be—a business that was exciting and stimulating for merchant and customer alike. And excitement is precisely what's missing in so much retailing today.

One of the unrecognized effects of today's extensive use of preprints is the need for long lead times, programmed merchandise selection and standardized merchandise. It makes for efficient, but often deadly dull, merchandising.

Conversely, the most exciting happenings in retailing aren't planned: They come out of left field, as the Cabbage Patch dolls did. I think retailers have a real need to put this kind of excitement back into their business. It's important not only to their customers but also to their employees, because those in retailing agree it is vital to attract better, more highly motivated sales people. Consistent ROP advertising, attuned to "hot" merchandise and fast-breaking retail "news," can help put excitement back into the retail business.

• ROP can help merchants manage their traffic flow better.

The weekly or biweekly preprint, whether delivered by the newspaper or by direct mail, tends to build a store traffic pattern of peaks and valleys. And this less-frequent advertising almost certainly means lost sales.

A recent bureau study showed that among people who intended to buy a specific item, 65 percent had not done so a week later. Frequent ROP advertising that constantly confronts shoppers with merchandise offerings closes sales—sales that otherwise may well have been lost. Planning a schedule of special ROP ads aimed at building traffic between the peaks generated by inserts is good merchandising as well as good advertising.

If we are going to succeed in attracting more ROP advertising from the retailers who have largely converted their advertising to preprints, we will have to use merchandising-oriented reasons like these to convince them that newspaper ROP advertising is uniquely situated to help them do a better job of selling merchandise.

It's a challenge for all of us in the newspaper business. □

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

McDonald's and Disneyland join in NIE Week promotions

In New York, as in many other states, the state Department of Education has endorsed Newspaper in Education Week. But New York sponsors of NIE Week have also won the support of an organization that likely will wield much more clout with the school-age set—McDonald's, the fast-food restaurant chain.

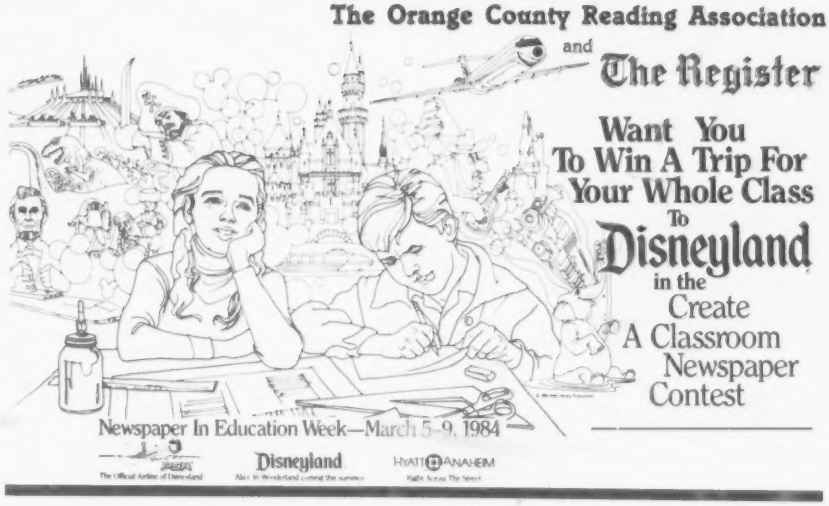
In California, meantime, Disneyland is being brought into NIE Week promotions.

From coast to coast, newspapers, educators and reading professionals—and, in some cases, businesses—are gearing up for the second national NIE Week March 5-9. A joint project of ANPA Foundation and the International Reading Association, NIE Week seeks to promote the use of the newspaper as an instructional tool.

Linda B. Skover, manager of education services for ANPA Foundation, said she expects there will be some NIE Week activity in all 50 states—compared with 47 last year—making this year's event truly national in scope. Observances also will take place in all 10 Canadian provinces and in five other countries [pressstime, Feb. 1984, p. 40].

The national sponsors stepped up their outreach efforts this year. ANPA Foundation President Donald N. Soldwedel, president of Western Newspapers Inc. in Yuma, Ariz., and IRA President Ira Aaron sent letters to all state education superintendents decribing the educational nature of the observance.

Their responses were "outstanding," said James M. Sawyer, IRA director of membership and council relations. "It really opened the door and made it a very credible program from an administrator's point of view."


The Orange County Reading Association
and
The Register
Want You To Win A Trip For Your Whole Class To Disneyland in the Create A Classroom Newspaper Contest
Newspaper In Education Week—March 5-9, 1984
Disneyland
HYATT ANAHEIM

Trip to Disneyland is prize in NIE Week promotion.

ANPA and IRA officials also say this year's celebration is better organized on a state level than last year's, thanks to the formation of state NIE Week steering committees. Generally, the committees are made up of a newspaper NIE coordinator named by ANPA Foundation, a representative of a local reading council named by IRA, and a representative of the state press association.

The committees were asked to direct statewide activity in three areas: training teachers in the use of the newspaper in the classroom, providing a model curriculum and promoting observance of the week.

Massachusetts has been the scene of some especially vigorous activity.

The steering committee invited every local school superintendent in the state to send a representative to an NIE Week workshop. About 60 districts were represented at the Jan. 10 session. In addition, the state Department of Education awarded the Massachusetts Newspaper in Education Council a $2,300 grant to reduce the cost to the schools of buying newspapers for NIE Week programs. Massachusetts Gov. Michael Dukakis will issue a proclamation marking the week.

The effort has paid off, said steering comittee member B. Jean Bessette, NIE-coordinator for The Standard-Times in New Bedford. Newspapers and schools that had not previously been involved in NIE will be participating in the weeklong observance, she reported.

In addition to such success stories, NIE Week supporters are particularly pleased that businesses that cater to school-age children are beginning to promote the project.

The pilot project involving McDonald's will take place in Suffolk and Nassau counties, N.Y. During NIE Week, the paper tray liners in McDonald's restaurants there will promote reading and NIE Week.

Also, the company is making available brochures and certificates of participation

Irked educators cancel NIE subscriptions

Late last year, when The Daily Oklahoman editorially opposed a proposal to increase the state's sales tax, some members of the Oklahoma educational community, which strongly supported the plan, reacted by canceling Newspaper in Education programs involving the Oklahoma City paper.

About 2,000 school subscriptions of the widely circulated daily were dropped, according to a Daily Oklahoman staffer associated with the paper's "Living Textbook" program. But, she added, some of the schools have since come back to the NIE fold.

The NIE program was not the only thing to be affected. A few schools went so far as to stop telephoning their basketball scores to the sports department, Managing Editor Jim N. Standard said.

The sales-tax increase that sparked the controversy passed in February. Without it, school departments faced a reduction in funds.

for teachers to use in their classrooms during the week. Two brochures were prepared, one for use in kindergarten through fourth grade, the other for grades five through eight. Students successfully completing newspaper-related activities described in the brochures receive the certificates—each of which has a coupon for a free order of french fries.

In California, Disneyland, Pacific Southwest Airlines and the Hyatt Anaheim hotel are providing an all-expenses-paid weekend at Disneyland for the class producing the best classroom newspaper. The statewide competition for the trip is among fourth-, fifth- and sixth-grade classes.

Seven daily newspapers are participating in the promotion. They agreed to run contest advertising, which mentions the sponsoring firms, in exchange for the prizes. The grand prize winner, and local winners of Disney educational films, will be announced on the opening day of NIE Week.

In at least two locations, statewide themes have been adopted. In Pennsylvania, students will be urged to GRIN—Great Reading in Newspapers. In New Jersey, they will be encouraged to Discover the Treasure in Newspapers.

And in at least two other states, the NIE Week concept is being carried out for a full month.

The Oklahoma Outdoor Advertising Association donated space on more than 100 billboards proclaiming March as "Newspapers in Education Month." The cost of preparing the billboard messages was paid by the Oklahoma Newspaper Foundation, the Tulsa World, The Tulsa Tribune and The Daily Oklahoman of Oklahoma City.

In Tennessee, 11 daily newspapers, the Tennessee Press Association and the Tennessee International Reading Association got together and published a calendar for March with a different newspaper-related classroom activity suggested for each school day. Copies were distributed to teachers throughout the state.

On the local level, newspapers are working with their local school systems on NIE Week programs. In San Diego, for example, the San Diego Union and Tribune, the Educational Services Division of Copley Newspapers Inc. and the Greater San Diego Reading Association teamed up and, with the cooperation of the San Diego County Office of Education, hosted an NIE Week seminar for elementary and secondary teachers. They also sponsored an essay contest and produced three 15-minute TV programs for the local cable TV system. —*Margaret Genovese*

Gannett, ANPA foundations focusing on illiteracy with grant, symposia

There is growing interest in the newspaper business concerning the problem of illiteracy, as evidenced by two major new initiatives.

The Gannett Foundation has awarded a $73,000 grant to Literacy Volunteers of America Inc. for the publication and distribution of materials on how to use daily newspapers to teach reading to adult illiterates.

And ANPA Foundation will sponsor three symposia this year to focus attention on the problem and to determine ways newspapers can help combat it.

The Gannett Foundation award to Literacy Volunteers of America is being used to develop, publish and distribute two handbooks. One, entitled "Read All About It: Tutor Adults with Daily Newspapers," is for LVA tutors. The other is for use in conducting tutor-training workshops. The handbooks will be distributed this spring to LVA volunteers around the country.

The grant also will allow the Syracuse, N.Y.-based LVA to present workshops at nine national conferences and at a meeting of its state directors. The organization has 175 programs in 31 states involving about 12,000 volunteer tutors.

The national program grew out of a pilot project by the Literacy Volunteers of New York State, an LVA affiliate. The project was funded by Gannett Foundation and the New York State Newspapers Foundation.

In approving the $73,000 grant, Gannett Foundation broke its general rule against funding national programs outside the field of journalism, said Calvin Mayne, vice president/grants administration.

Mayne said copies of the handbooks, along with the name of an LVA contact person, will be distributed to daily newspapers in areas where LVA has programs. He said it is hoped that the newspapers will "take the initiative themselves" by promoting the handbooks and by volunteering to do such things as arrange meetings between tutors and newspaper personnel. Newspapers might even want to offer reduced subscription prices for papers used in tutoring, he said.

ANPA Foundation helped plan the curricula outlined in the booklet and has endorsed the project.

"This handbook is obviously going to be helpful to all newspapers in their effort to reach out to adults who need help in learning to read," said Judith D. Hines, Foundation vice president and director.

The Foundation is hoping to spur some of that activity through two regional and one national symposia. One goal of the regional symposia is the development of pilot community projects focused on helping adult illiterates. Participating publishers will be asked to have a representative from their local school systems accompany them.

Mrs. Bush chats with McGraw (right) and Joseph P. Dougherty of Capital Cities Communications.

The Northwest Literacy Symposium will be June 29-30 in Portland, Ore., with the cosponsorship of the Oregon Newspaper Publishers Association. It will cover Oregon, Washington, Montana, Idaho and Wyoming.

The Midwest Literacy Symposium is planned for Oct. 25-26 in Columbus, Ohio, with the Ohio Newspaper Association as cosponsor. It will cover Illinois, Indiana, Michigan and Ohio.

The National Literacy Symposium will be at The Newspaper Center in Reston, Va., Nov. 29-30.

Linda B. Skover, ANPA Foundation manager of educational services, noted that while the Foundation has been active in promoting reading by youngsters through the Newspaper in Education program, it also has been seeking to determine the best ways newspapers can work with educators in the fight against adult illiteracy.

The Division of Adult Education/Office of Vocational and Adult Education of the U.S. Department of Education will be involved in the symposia. The agency has

been collaborating with the Foundation on collecting newspaper-related activities for teaching adult functional literacy.

In another literacy development, the Coalition for Literacy has received sufficient funds to allow a nationwide, multimedia literacy awareness project to go forward [presstime, May 1983, p. 42].

The major element of the project is a public-service ad campaign to be conducted by the Advertising Council. The New York advertising agency Benton & Bowles Inc. is volunteering its time to create the campaign.

The coalition has received more than $100,000 in contributions and more money has been pledged, according to Gloria A. Lanza, vice president media and industry relations for the American Association of Advertising Agencies. While this is enough for the first year of the planned three-year project, additional funding is being sought, she said. AAAA is one of 11 organizations in the coalition. ANPA Foundation is not a member but is working with the coalition.

Thus far, Lanza said, contributions have come from the U.S. Department of Education, $50,000; B. Dalton Booksellers, $50,000; General Electric, $25,000 (with another $50,000 pledged in the next two years); and the New York State Publishers Association, $2,500.

In addition, the Business Council for Effective Literacy hopes to be able to make a major grant for the project, according to a spokeswoman.

The council was established with a $1-million grant from Harold W. McGraw Jr., chairman of McGraw-Hill Inc. Formally launched in January, it aims to increase corporate awareness of and involvement in literacy efforts. ANPA Director Robert F. Erburu, president and chief executive officer of The Times Mirror Co., is a member of the council's Board.

The council and Capital Cities Television Productions recently were saluted for their literacy efforts by Barbara Bush, wife of Vice President George Bush. The company produced a documentary on adult illiteracy, which has been carried by 170 commercial TV stations this year. □

Meeting on J-education

The administrators of accredited journalism schools will meet with newspaper association managers April 28 in Montreal to discuss journalism education. The educators meet annually in conjunction with the ANPA Convention. □

Talking at the recent ANPA Foundation-sponsored Conference for Professional Support of Journalism Education are (from left) Jo Cart of the National Federation of Press Women, David L. Bennett of the Oregon Newspaper Publishers Association and James W. Carey of the College of Communications at the University of Illinois, Urbana-Champaign.

ANPA Foundation awards 11 minority fellowships

ANPA Foundation has awarded 11 minority fellowships for training conferences and seminars in the first half of 1984. The semiannual program covers expenses for travel, accommodations and tuition for the events, which are sponsored by ANPA and other newspaper organizations.

Selected were:

• James E. Hawkins, assistant professor and director, division of journalism, Florida A&M University, Tallahassee, for the ANPA Conference for Newspaper Men and Women, St. Petersburg, March 11-14

• Michael T. Crawford, copy editor, The Wall Street Journal, and Robert I. Nishizaki, city editor, Merced (Calif.) Sun-Star, for the ANPA/ASNE/APME Leadership in the Newsroom Workshop, Chicago, March 19-21

• Odell Patrick Mitchell, graphics director, Gannett News Service, Washington, D.C., for the American Press Institute's Newspaper Design for Dailies Seminar, Reston, Va., April 8-13

• Rogelio Cordero, district sales supervisor, Statesman-Journal, Salem, Ore., for the ANPA/Newspaper Personnel Relations Association/International Circulation Managers Association Circulation Managers Workshop, Dallas, April 9-11

• Janet McMillan, reporter, The Philadelphia Inquirer, and Jerry William Byrd, reporter, The Pittsburgh Press, for API's Improving Reporting Skills Seminar, Reston, May 20-25

• Dorothy M. Bland, states editor, USA Today, Washington, D.C., for API's Improving Newspaper Content Seminar, Palo Alto, June 24-29

• Wayne L. Bradby, controller, The Dispatch, Lexington, N.C., for API's Developing Management Skills Seminar, Reston, June 24-29.

Two of the fellowship winners already have attended their selected sessions this year. They are:

• Jo Ann Zuniga, reporter, Corpus Christi (Texas) Caller-Times, for a seminar on "Blacks in America: Political and Economic Issues; Hispanic Issues, 1984," Washington Journalism Center, Washington, D.C., Feb.7-8

• Cheryl D. Lee, personnel manager, The Tribune, Oakland, for the ANPA/NPRA seminar on Personnel Practices and Procedures, Chicago, Feb. 19-22. □

Policy session set on new role for ABC

The most serious discussion to date of newspaper-business policy differences with the Audit Bureau of Circulations will be held March 7 at a meeting between newspaper and advertising interests.

The ANPA/Newspaper Advertising Bureau ABC Liaison Committee, made up of seven newspaper-business executives, will sit down with advertiser and advertising agency members of the ABC Board of Directors at Marco Island, Fla., where the full ABC board will hold its March meeting.

The boards of ANPA and NAB have agreed that ABC should take "an enhanced role" to help newspapers and advertisers respond to the "dramatically changing marketing concepts" of the 1980s [presstime, Dec. 1983, p. 36].

Some of the things ABC should do, the ANPA/NAB committee said, are to review restrictions on newspapers' circulation sales and distribution practices, to create different auditing requirements for newspapers with more sophisticated marketing practices and to use more computer technology to perform more sophisticated audits.

Meanwhile, preparation for the meeting included a questionnaire the committee distributed to 75 newspaper companies asking for their views on a number of ABC practices about which there is longstanding disagreement within the newspaper business. The survey also asks whether the ANPA and NAB boards should support newspaper senior management candidates for newspaper vacancies on the ABC board.

There are eight newspaper directors on the 33-member ABC board. Although the newspaper seats constitute less than 25 percent of the board, daily newspapers contribute 43.1 percent of ABC's revenue.

Of the eight newspaper seats, one goes to weekly newspapers; one to Canadian interests; the remaining six to daily newspapers in the United States.

The latter are portioned according to time zones. For example, in 1984, three newspaper di-rectorships will come up for election. They are for daily newspapers publishing in the Eastern, Central and the combined Mountain and Pacific time zones. □

Texas man arrested in newsrack bombing

A 21-year-old Mesquite, Texas, man was charged with murder in the death of his 63-year-old stepfather, who died when a pipe bomb placed inside a Dallas newsrack exploded. Long-time observers of the newspaper business said the incident was without precedent.

Dallas police said Marshall Dewayne "Dodie" Williams was charged with planting the explosive device in a vending machine of The Dallas Morning News. His stepfather, Ward S. Keeton, regularly purchased a paper from the vending machine early in the morning. The fatal blast occured about 5:14 a.m. Jan. 27.

Dallas Police Sgt. Jody L. Thomas said Williams was arrested Feb. 2. Bond was set at $100,000.

Two years ago, the victim reportedly told classmates at a community college that he once infiltrated the American Nazi Party and Ku Klux Klan as an informer for the federal government. Although there was initial speculation his death was related to those purported activities, sources said subsequently no connection could be found.

The investigation is continuing. □

Circulation seminars scheduled

ANPA, the International Circulation Managers Association and the Newspaper Personnel Relations Association will hold two seminars this year on "Managing People in the Circulation Department."

The first will be April 8-11 in Dallas, and the second will be Nov. 26-28 in Denver.

Registration is $475 for members of the sponsoring organizations and $575 for non-members.

For information, contact Stephen E. Palmedo, ANPA manager/training services, at The Newspaper Center, Reston, Va. □

Home delivery seen key to steady readers

Home delivery "is clearly the cornerstone of regular newspaper reading," according to a recently released national study of newspaper circulation and home-delivery patterns.

Nine out of 10 adults were found to read a daily newspaper "at least some of the time." And 71 percent of those readers had home delivery of a newspaper.

The study was conducted in May 1982 under direction of the Newspaper Advertising Bureau as part of the Newspaper Readership Project, a newspaper-business effort to promote circulation and readership. The six-year project was completed last year.

Home delivery was found to be highest in the suburbs and in non-metropolitan areas. It was lowest in central cities.

Home delivery also was highest among high-income and high-education brackets, among adults older than 45, married people, homeowners and long-time residents.

Among other points:

- Most subscribers are very satisfied with their delivery service. But service failure was cited most often as the primary reason non-subscribing high-income families did not take a paper.
- Adult carriers are used most often in non-metropolitan areas. Juvenile carriers predominate in the suburbs and in afternoon delivery. There was no difference in satisfaction of service between adult and youth carriers. Sixteen percent of respondents did not know their carrier.
- Forty-five percent of non-subscribers had not been asked to subscribe while living at their present address.
- One-fifth of people who said they bought single copies did so every day. Eighty-four percent of all single-copy buyers said they usually take home the papers they buy.
- Stores or newsstands are much preferred over coin-operated newsracks by single-copy purchasers. There has been a decline of such outlets, the report noted, and it therefore "becomes increasingly important to improve and expand home delivery."

Copies of the report are available for $3.75 each, plus postage, from the Research Department, Newspaper Advertising Bureau, 485 Lexington Ave., New York, N.Y. 10017; (212) 557-8242. □

Three-fourths of dailies cost a quarter, but a nickel will still buy a paper in one town

The predominant price of a daily newspaper remained 25 cents in 1983, according to ANPA's annual survey of single-copy, street-sale prices (city zone). Three out of every four papers sold for a quarter.

Only one North American daily still sold for a nickel last year.

The survey, which covered 1,820 dailies in the United States, Canada, the Bahamas, Bermuda, Guam, Puerto Rico and the Virgin Islands, showed that last year 1,346, or 74 percent, of the papers had a price of 25 cents, as compared to 1,288, or 70 percent, a year earlier [presstime, March 1983, p. 40]. The number of 20-cent newspapers decreased (from 277 to 187) as did 15-cent newspapers (from 146 to 94). (See chart.)

The only remaining 5-cent daily newspaper in the United States and Canada is the Daily Bulletin of Dauphin, Manitoba.

Twelve dailies still sold for a dime.

Ninety-one U.S. dailies and three in Canada sold for 15 cents, 187 for 20 cents, 127 for 30 cents, 42 for 35 cents, eight for 40 cents and two for 50 cents.

Newspapers up 4.6%; CPI climbs 3.8%

Between December 1982 and December 1983, the average cost of a newspaper climbed 4.6 percent, according to the U.S. Department of Labor's Bureau of Labor Statistics.

The rise in newspaper prices during 1983 was significantly less than the 10.1-percent increase recorded for 1982.

The increase in the overall Consumer Price Index was almost identical the past two years—3.9 percent in 1982 and 3.8 percent in 1983.

As recently as 1979, the predominant price was 15 cents. It went to 20 cents in 1980 and to 25 cents in 1981, when 56 percent of the papers were at that level.

The predominant price of a Sunday newspaper continued to be 50 cents. There were 318, or 41 percent of the 771 Sunday newspapers surveyed, that carried the 50-cent price tag. A total of 170 Sunday newspapers, or 22 percent, sold for 75 cents.

Five Sunday newspapers sold for 15 cents, 12 for 20 cents, 88 for 25 cents, nine for 30 cents, 46 for 35 cents, 15 for 40 cents, three for 45 cents, 27 for 60 cents, five for 65 cents, two for 70 cents, six for 85 cents, three for 90 cents and 60 for $1. One Sunday newspaper sold for 55 cents and one for 80 cents.

ANPA's survey is based on data from the Audit Bureau of Circulations' Rate Book on publishers statements filed by Sept. 30, 1983, and other sources. □

Price per single copy of daily newspapers—1983

	10 cents	15 cents	20 cents	25 cents	30 cents	35 cents	40 cents	Total[1]
Alabama	--	6	1	20	--	--	--	27
Alaska	--	--	--	5	--	2	1	8
Arizona	1	1	--	16	--	--	--	18
Arkansas	--	3	6	23	--	--	--	32
California	1	6	10	102	1	--	--	120
Colorado	1	8	4	15	--	--	--	28
Connecticut		--	3	11	7	4	--	25
Delaware	--	--	--	3	--	--	--	3
District of Columbia	--	--	--	3	--	--	--	3
Florida	1	6	4	39	--	--	--	50
Georgia	--	3	3	29	--	--	--	35
Hawaii	--	--	--	6	--	--	--	6
Idaho	--	1	--	11	2	--	--	14
Illinois	--	4	10	56	4	1	--	75
Indiana	--	2	9	63	2	--	--	76
Iowa	--	1	5	33	--	1	--	40
Kansas	3	7	14	23	--	--	--	47
Kentucky	--	--	2	23	--	--	--	25
Louisiana	1	2	2	19	--	1	--	25
Maine	--	--	--	1	8	--	--	9
Maryland	--	2	2	11	1	--	--	16
Massachusetts	--	--	4	21	12	7	1	45
Michigan	--	1	7	38	6	--	--	52
Minnesota	--	--	2	21	2	1	--	26
Mississippi	--	1	--	23	--	--	--	24
Missouri	--	9	5	34	--	--	--	48
Montana	--	--	--	11	--	--	--	11
Nebraska	--	3	6	10	--	--	--	19
Nevada	--	--	--	8	--	--	--	8
New Hampshire	--	--	--	6	3	--	--	9
New Jersey	--	1	5	20	--	--	--	26
New Mexico	--	--	2	18	--	--	--	20
New York	--	--	6	56	9	--	1	72
North Carolina	--	4	3	47	--	1	--	55
North Dakota	--	--	--	9	1	--	--	10
Ohio	--	2	15	67	8	--	--	92
Oklahoma	--	1	10	42	--	--	--	53
Oregon	--	--	1	17	--	1	--	19
Pennsylvania	1	1	11	81	3	--	--	97
Rhode Island	--	--	--	3	4	--	--	7
South Carolina	--	--	2	15	--	--	--	17
South Dakota	1	--	4	8	--	--	--	13
Tennessee	--	1	3	25	--	--	--	29
Texas	--	7	7	98	--	3	--	115
Utah	--	--	1	5	--	--	--	6
Vermont	--	--	--	8	--	--	--	8
Virginia	--	4	3	31	--	--	--	38
Washington	--	1	1	25	--	--	--	27
West Virginia	--	1	7	15	1	--	--	25
Wisconsin	--	--	2	25	6	2	--	35
Wyoming	--	2	1	7	--	--	--	10
Totals[1]								
U.S.	10	91	183	1,306	80	24	3	1,698
Canada	2	3	4	36	45	16	5	114
Bahamas	--	--	--	--	1	--	--	1
Bermuda	--	--	--	--	1	--	--	1
Guam	--	--	--	--	--	1	--	1
Puerto Rico	--	--	--	4	--	--	--	4
Virgin Islands	--	--	--	--	--	1	--	1
Grand Totals[1]	12	94	187	1,346	127	42	8	1,820

[1]Includes newspapers selling for 5 cents (one in Canada), 13 cents (one in West Virginia), and 50 cents (two in Canada).

Price per single copy of Sunday newspapers—1983

	20 cents	25 cents	30 cents	35 cents	40 cents	50 cents	60 cents	75 cents	$1	Total[1]
Alabama	1	2	--	--	--	13	--	3	--	20
Alaska	--	--	--	--	--	2	--	--	--	2
Arizona	--	--	--	--	--	7	--	3	--	10
Arkansas	1	2	--	1	1	10	--	--	--	16
California	--	6	--	5	--	31	--	12	3	57
Colorado	--	--	--	2	--	7	--	1	--	10
Connecticut	--	--	--	--	--	5	--	4	1	10
Delaware	--	--	--	--	--	1	--	--	1	2
District of Columbia	--	--	--	--	--	--	--	--	1	1
Florida	--	3	2	3	--	16	--	5	3	33
Georgia	--	--	--	2	--	7	--	4	1	14
Hawaii	--	--	--	--	--	1	--	--	1	2
Idaho	--	1	--	--	--	4	--	1	1	7
Illinois	--	1	1	--	2	6	--	10	4	24
Indiana	--	--	--	--	1	3	2	10	2	18
Iowa	--	1	--	--	--	1	--	2	3	9
Kansas	--	3	1	2	1	9	--	1	--	8
Kentucky	--	2	--	--	2	5	--	2	--	12
Louisiana	--	1	--	1	--	10	--	3	1	16
Maine	--	--	--	--	--	--	1	1	--	2
Maryland	--	--	--	--	1	1	--	2	1	5
Massachusetts	--	--	--	--	--	1	2	2	--	9
Michigan	--	--	--	--	--	9	2	2	1	15
Minnesota	--	4	--	1	--	1	--	2	1	10
Mississippi	--	1	--	1	--	7	--	2	1	12
Missouri	2	3	--	1	--	9	--	2	1	18
Montana	--	1	--	1	1	4	--	2	--	9
Nebraska	1	--	--	1	--	3	1	--	--	7
Nevada	--	1	--	--	--	1	--	2	1	5
New Hampshire	--	--	--	--	--	--	1	1	--	3
New Jersey	--	--	1	2	2	4	1	2	2	14
New Mexico	--	5	--	--	--	6	1	2	--	14
New York	--	--	--	1	1	2	3	8	15	32
North Carolina	--	2	--	1	--	14	--	8	--	25
North Dakota	--	--	--	--	--	1	1	1	--	4
Ohio	1	--	--	2	--	13	6	5	1	29
Oklahoma	4	15	--	2	--	17	--	4	--	43
Oregon	--	--	--	--	--	7	--	--	1	8
Pennsylvania	--	--	--	--	1	4	5	8	1	22
Rhode Island	--	1	--	--	--	--	--	--	1	2
South Carolina	--	--	--	--	--	5	--	3	--	8
South Dakota	--	--	--	--	--	2	--	1	1	4
Tennessee	--	3	1	1	--	6	--	1	3	16
Texas	1	27	2	10	1	35	--	20	--	96
Utah	1	--	--	1	--	--	--	4	--	6
Vermont	--	--	--	--	--	--	--	--	1	3
Virginia	--	--	--	--	1	6	--	8	--	15
Washington	--	3	--	--	--	4	--	8	2	17
West Virginia	--	--	--	1	--	5	--	3	1	10
Wisconsin	--	--	--	1	--	2	--	4	3	10
Wyoming	--	--	--	1	--	2	--	1	--	4
Totals[1]										
U.S.	12	88	8	44	15	309	26	170	60	758
Canada	--	--	1	2	--	6	--	--	--	9
Bahamas	--	--	--	--	--	--	--	--	--	0
Bermuda	--	--	--	--	--	--	--	--	--	0
Guam	--	--	--	--	--	1	--	--	--	1
Puerto Rico	--	--	--	--	--	2	1	--	--	3
Virgin Islands	--	--	--	--	--	--	--	--	--	0
Grand Totals[1]	12	88	9	46	15	318	27	170	60	771

[1]Includes newspapers selling for 15 cents (one in Alabama, Arkansas, Florida, Kansas, Oklahoma), 45 cents (two in New York, one in Pennsylvania), 55 cents (one in Pennsylvania), 65 cents (two in Vermont, one in Massachusetts, Michigan, Nebraska), 70 cents (one in Iowa, Ohio), 80 cents (one in Tennessee), 85 cents (two in Massachusetts, one in Iowa, Kentucky, North Dakota, Pennsylvania), 90 cents (one in Massachusetts, Minnesota, New Hampshire)

Lockout closes four B.C. mills

British Columbia's four newsprint mills were closed Feb. 2 because of an industry lockout of two unions, the Canadian Paperworkers Union and the Pulp, Paper & Woodworkers of Canada.

A spokesman for the Pulp and Paper Industrial Relations Bureau, which represents the companies, said the lockout is expected to continue until a new contract is agreed to. The estimated annual capacity of the mills involved—1.8 million metric tons—represents 18 percent of Canada's estimated newsprint capacity for 1983.

The contracts expired June 30, 1983. Originally, the two unions sought a one-year agreement, while the companies wanted three years. Now, the unions say they will accept a two-year pact that would expire June 30, 1985.

Meanwhile, CPU delegates voted in February to make job security their top priority and to seek a one-year contract for other new labor agreements to be negotiated in Eastern Canada this year.

A majority of the contracts in the East expire April 30. The president of the CPU said the one-year term is sought so that contracts at both Eastern and Western Canada mills would expire in 1985.

In the United States, members of the United Paperworkers International Union have ratified a three-year contract at the Sheldon, Texas, mill of St. Regis Corp. It provides for wage increases of 6 percent in each of the first two years and 5 percent in the third.

Meetings were continuing in late February between the UPIU and two newsprint companies, Augusta Newsprint of Augusta, Ga., and FSC Paper Corp. of Alsip, Ill. [presstime, Feb. 1984, p. 45]. □

Newsprint prices continue upward trend

Publishers Paper Co. increased newsprint prices to its Western U.S. customers from $468.50 to $475 a metric ton, effective the first of this month.

Most other newsprint companies have raised their prices to $500. However, these companies are giving a 5-percent volume discount that lowers prices to $475 [presstime, Feb. 1984, p. 45].

Inland Empire Paper Co. has indicated it will not implement price changes until July 1 at the earliest. □

Newsprint consumption sets record

Newsprint consumption in the United States totaled 10.593 million metric tons in 1983, a new record and an increase of 4.7 percent from 1982, according to preliminary figures compiled by the ANPA Newsprint and Traffic Department.

Consumption by U.S. daily newspapers last year was up 3.6 percent, to 8.011 million metric tons, compared with 7.73 million tons in 1982.

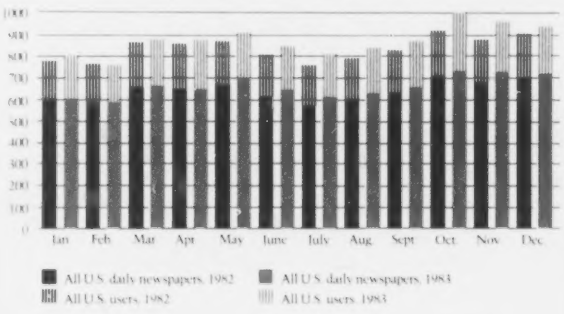
Canadian newsprint production for 1983 totaled 8.451 million metric tons, an increase of 4.1 percent over the previous year's production. Total shipments of newsprint from Canadian mills last year was 8.443 million tons, an increase of 4.6 percent.

Production by U.S. mills in 1983 was 4.687 million tons, an increase of 2.5 percent from 1982. Shipments from U.S. mills totaled 4.674 million tons, an increase of 3.3 percent over the previous year.

At the end of December, newsprint inventories of ANPA-member newspapers in the statistical sample totaled 46 days' supply, compared with 52 days at the end of December 1982.

December 1983 was the 12th straight month that newsprint consumption by U.S. daily newspapers increased. Consumption that month was about 725,000 tons, up 3.6 percent from the same month of 1982.

Estimated newsprint consumption, 1982-83
(thousands of metric tons)



Estimated consumption of all U.S. daily newspapers[1]

Region	November 1983(r)	November 1982	% Change
Northeast	181,154	171,761	+5.5
North Central	159,121	151,034	+5.4
South	235,760	212,581	+10.9
West	160,537	154,353	+4.0
Circulation size			
up to 25,000	57,496	63,183	-9.0
25,001-100,000	131,436	129,367	+1.6
Over 100,000	547,640	497,179	+10.1
November totals	736,572(r)	689,729	+6.8(r)
Eleven-month totals	7,286,034(r)	7,030,804	+3.6(r)
Region	**December 1983(p)**	**December 1982**	**% Change**
Northeast	170,322	169,812	+0.3
North Central	154,594	153,923	+0.4
South	236,248	221,454	+6.7
West	163,662	154,205	+6.1
Circulation size			
up to 25,000	59,158	65,765	-10.3
25,001-100,000	133,759	136,534	-2.0
Over 100,000	531,909	496,895	+7.0
December totals	724,826(p)	699,394	+3.6(p)
Twelve-month totals	8,010,860(p)	7,730,198	+3.6(p)

Stocks

U.S. publishers[2]	Tonnage	Days' supply on hand	Days' supply in transit
October 1983	784,896	33	5
October 1982	861,131	40	6
November 1983	749,949(r)	33(r)	6
November 1982	831,558	39	6
December 1983	798,410(p)	38(p)	8(p)
December 1982	854,513	46	6
Canadian mills			
December 1983	301,128	--	--
December 1982	264,160	--	--
U.S. mills			
December 1983	99,375	--	--
December 1982	86,409	--	--

[1]Based on stratified data from ANPA member newspapers in statistical sample; figures in this and other tables in metric tons.

[2]Represents stocks of ANPA member newspapers in statistical sample. r = revised; p = preliminary.

Estimated consumption of all U.S. users

	1983	1982	% Change
October totals	1,001,000(r)	928,000	+7.9(r)
November totals	978,000(r)	893,000	+9.5(r)
December totals	952,000(p)	908,000	+4.8(p)
Twelve-month totals	10,593,000(p)	10,115,000	+4.7(p)

Production

	Canada	U.S.A.	North America
December 1983	673,300	372,060	1,045,360
December 1982	598,518	329,795	928,313
Increase	74,782	42,265	117,047
	+12.5%	+12.8%	+12.6%
Twelve months 1983	8,451,210	4,687,408	13,138,618
Twelve months 1982	8,116,650	4,574,055	12,690,705
Increase	334,560	113,353	447,913
	+4.1%	+2.5%	+3.5%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
December 1983	536,054	80,777	107,942	724,773
December 1982	530,159	73,464	140,538	744,161
Twelve months 1983	6,034,590	972,349	1,435,810	8,442,749
Twelve months 1982	5,613,941	934,010	1,525,987	8,073,938
Increase or decrease	+420,649	+38,339	-90,177	+368,811
	+7.5%	+4.1%	-5.9%	+4.6%
From U.S. mills				
December 1983	370,256	----	19,973	390,229
December 1982	322,966	----	22,786	345,752
Twelve months 1983	4,409,346	----	265,096	4,674,442
Twelve months 1982	4,250,871	----	274,418	4,525,289
Increase or decrease	+158,475	----	-9,322	+149,153
	+3.7%	----	-3.4%	+3.3%
From North American mills				
December 1983	906,310	80,777	127,915	1,115,002
December 1982	853,125	73,464	163,324	1,089,913
Twelve months 1983	10,443,936	972,349	1,700,906	13,117,191
Twelve months 1982	9,864,812	934,010	1,800,405	12,599,227
Increase or decrease	+579,124	+38,339	-99,499	+517,964
	+5.9%	+4.1%	-5.5%	+4.1%

Protest filed on ITU election; U.S. officials mum on details

A protest of activities surrounding the International Typographical Union's recent presidential election has been lodged with the U.S. Department of Labor by former First Vice President Robert S. McMichen.

McMichen won the Nov. 16, 1983, election, defeating incumbent Joe Bingel by 4,920 votes. But the ITU's international canvassing board found supporters of McMichen had violated federal labor law as alleged by Bingel and directed that a new election for president be held "shortly after" March 31 [presstime, Feb. 1984, p. 42]. No date has been set for the election. In the interim, Bingel continues to serve as president. He had no comment on McMichen's protest.

Gordon V. Berg, information officer for the department's Labor-Management Services Administration, said the grounds on which McMichen's Feb. 14 protest was filed cannot be revealed by the department. Under the Landrum-Griffin Act, he said, the department must investigate what it determined was a "valid" protest and report its findings to the secretary of labor within 60 days. "The clock is running," Berg said.

Another department spokesman noted that "the election process doesn't end with the counting of the ballots."

McMichen told presstime that while he "feels strongly" against going outside the internal union appeal procedures, the ITU executive council "has not acted on my appeals." Bingel's "going outside of ITU law and using federal law forced me to go to the Labor Department," he said.

"I won the election," McMichen added. "There is no need for another election. However, if there is one, I want it for all the officers because the same circumstances apply to all. . . . I want to be seated like the federal law says—that in a dispute over an election, the winner is seated" pending a final decision.

Meanwhile, the ITU is continuing merger discussions with the Teamsters and Graphic Communications International Union. Bingel and the other four members of the ITU executive council met in Washington Feb. 14 with officials of the GCIU and the following day with Teamsters' officials. GCIU officers accepted an invitation to visit ITU headquarters in Colorado Springs the week of Feb. 27.

AFL-CIO President Lane Kirkland, who opposes an ITU merger with the unaffiliated Teamsters, told GCIU President Kenneth J. Brown in a Feb. 7 letter, "I hope you will move forward to engage the ITU leadership in more detailed merger discussions. Your proposed deadline for a merger agreement by September is reasonable and encouraging, since under this suggestion the proposed merger could be presented to the scheduled conventions of both unions in 1984."

Kirkland has said that if the ITU affiliates with the Teamsters, "immediate separation" of the ITU from the AFL-CIO would result [presstime, Nov. 1983, p. 44]. The federation's counterpart in Canada, the Canadian Labor Congress, also has warned that the ITU will be cut adrift if it merges with the Teamsters.

An ITU spokesman denied a Feb. 21 report in The New York Times that discussions between his union and the Teamsters have produced a "merger document." He said there is a "working draft" the merger committees are using.

—Clark Newsom

Strikers lose bid for benefits

A federal judge has upheld The Wilkes-Barre (Pa.) Times Leader in its computation of pension benefits for six former employees who retired while they were on strike against the newspaper.

The Times Leader continued publication after four unions struck in 1978 over new labor agreements. In 1982, the last two unions representing the employees were decertified as bargaining agents [presstime, Dec. 1982, p. 35].

Four of the plaintiffs retired in 1979 and two in 1980. They filed a lawsuit against the newspaper company after their pensions were reduced by inclusion of the unpaid period while they were on strike in the calculation of their average annual compensation for the five-year period before retirement.

U.S. District Court Judge William W. Caldwell ruled that the company did not act "arbitrarily or capriciously," as contended by the plaintiffs. He found the benefits were calculated "in strict accordance" with the terms of the pension plan.

Caldwell said the plaintiffs received "100 percent of the benefits to which they were entitled" under the plan.

He also found no violation of the federal Employee Retirement Income Security Act.

The plaintiffs had argued that in previous strikes, a different method of calculation of pension benefits was used that did not result in a reduction of benefits to striking employees. But Caldwell said the pension plan "is the relevant document, and its terms, we believe, are clear and unambiguous. Further, it is uncontroverted that in each prior strike, the result plaintiffs now seek through this court was obtained as part of the negotiated settlement of each strike."

Caldwell also noted that the National Labor Relations Board had refused to issue a complaint in the matter.

(Edwards et al. v. Wilkes-Barre Publishing Co. Pension Trust, USDC MD Pa., CA No. 81-1198) □

Warrantless wage probes sanctioned

The U.S. Department of Labor does not need to obtain a court-issued search warrant before compliance officers of the Wage and Hour Division can examine a company's records to determine whether it is complying with the Fair Labor Standards Act, the U.S. Supreme Court recently decided.

The court unanimously reversed a U.S. District Court ruling that the Fourth Amendment requires the secretary of labor to obtain a warrant after an employer refuses to allow investigators to enter business premises.

The department had argued that if the judge's decision in *Donovan v. Lone Steer Inc.* was left standing, it would seriously interfere with the government's efforts to enforce the FLSA and other federal statutes [presstime, July 1983, p. 51]. □

Discharge held budget move

The discharge of a part-time copy editor for The New York Times News Service did not violate the Taft-Hartley Act, a National Labor Relations Board administrative law judge recently ruled.

Judge Steven B. Fish recommended to the board that a complaint against the company based on charges filed in 1981 by Local 3 of The Newspaper Guild be dismissed.

The copy editor was carried on a list of temporary employees and last worked on Nov. 29, 1980. The removal of his name from the list effectively terminated his employment.

The complaint alleged that the employee was discharged to discourage other employees from engaging in union activities "or other concerted activities."

At issue was whether the employee was discharged because of his inquiries about a retroactive wage increase and his enlisting the support of the Guild in pursuit of his grievance.

Judge Fish said there was no evidence that the company harbored "any animus, antagonism, or even annoyance" towards the employee. He found the discharge was economically motivated because of budget problems and noted that the company had begun to institute a number of economic cutbacks, including reducing the use of part-timers, before the employee began his grievance activity.

The judge also found that various complaints made by the employee from time to time—such as claims that it was too cold or too hot in the office or that there was too much or too little work—"can hardly be considered concerted in nature." There was no evidence that other employees agreed with his views, Fish noted. "In fact," he said, "the only reaction present on this record by employees to (his) statements were complaints made by these employees to management that (he) was interfering with their work by his constant chattering."

In some cases, he noted, the board has viewed an individual's complaints about workplace heating to be collective, but such cases "contained additional evidence of the support of other employees for the individual's complaints in these areas, which is not present in the instant case."

Fish observed that the NLRB "has recently been more reluctant to apply a presumption of concertedness" to complaints about working conditions. "When it is shown that an employee is acting for his own individual benefit without the support of his co-workers, there can be no finding of concerted activity," he noted

(The New York Times Co. and Newspaper Guild of New York, JD-[NY]-139-83) □

The Times of London settles labor dispute

A labor dispute at The Times of London was settled Feb. 2 after the national newspaper and its weekly sister paper, The Sunday Times, missed eight issues.

The dispute flared Jan. 26 when 750 clerical workers were fired for staging wildcat strikes. Production employees walked off the job to protest the firings.

At issue was a management decision to hire a picture librarian to integrate the libraries of The Times and The Sunday Times.

Union leaders accepted the library appointment and the newspaper agreed to reinstate the 750 workers. The Times also agreed that people hired for 40 other jobs must become union members.

The Times was shut down between November 1978 and November 1979 in a labor dispute. Publisher Rupert Murdoch acquired the paper in February 1981. □

Workplace-issues group formed

A coalition to inform the public and legislators on issues surrounding the use of new technology in the workplace was formed Feb. 9 with the support and participation of ANPA and other trade associations.

Vico Henriques, president of the Washington-based Computer and Business Equipment Manufacturers Association and founder of the coalition, said the informational effort will focus on electronic equipment featuring visual displays, including video display terminals, and the use of computers.

"We have a great deal of information about the best installation and use of visual displays, about how to introduce new technology into the workplace and about the kinds of questions and problems that users experience. We're trying to get this information into the hands of people who need it," he said.

The coalition also seeks to spotlight legislation it deems unneccessary or overly restrictive. "Several states have considered bills that would needlessly restrict the introduction and use of computer technology," said Henriques.

Other members of the coalition include the Air Transport Association of America, the American Bankers Association, the American Electronics Association, the American Insurance Association, the American Society of Personnel Administrators, the Electronic Industries Association and the Printing Industries of America.

Members of the coalition plan to meet at least once a month. □

NLRB election

Long Island (N.Y.) Newsday, GCIU: Writers, camera and clerical employees of the company's cable TV channel voted 14-13 against representation by Local 406 of the Graphic Communications International Union.

(NLRB Case No. 29-RC-6069)

Rehiring denial ruled age discrimination

The federal Equal Employment Opportunity Commission has determined that an employer's refusal to consider rehiring a worker who retired prior to age 70 is unlawful age discrimination.

In its first "formal opinion letter" under the Age Discrimination in Employment Act, the commission said it advised an unnamed Southern manufacturer that such a practice violates the act if the former employee seeking to be rehired is under 70 and is not seeking a "bona fide executive or high policy-making position." There is no rehiring obligation if the former employee is 70 or older at the time of the application for re-employment, the commission said, because such individuals would not be covered by the act, which outlaws job discrimination against workers between the ages of 40 and 70 [presstime, Dec. 1982, p. 34].

"Informal" opinion letters previously have been issued by staff attorneys, but this is the first to be approved by the commission. Employers rely on such letters as a guide to the agency's position. □

Paper upheld, so is union, in Greensboro

Two NLRB administrative law judges recently issued decisions involving the Greensboro [N.C.] Daily News and Record and Pressmen's Union No. 319, in which the company was upheld in one and the union in the other.

In the first ruling, Judge Thomas A. Ricci dismissed a complaint alleging that the company had refused to bargain in good faith with the union over a new long-term disability insurance benefit given non-union employees.

Ricci found it was the union that had rejected the company's invitation to discuss the plan and its possible extension to pressmen and other employees Local 319 represents.

Dismissal of the complaint was dictated by "basic principles of law," Ricci said. The union did not appeal the ruling.

In the other decision, Judge Richard A. Scully found that the company had unlawfully discharged James L. Roberts, a pressman with the company for 16 years and the union's president since 1979. Roberts was fired on Sept. 28, 1982, for "deliberately slowing down production."

"I find it difficult to believe that any reasonable mind would conclude that Roberts' dismissal was justified on the basis of the evidence in the record," Scully said. He concluded that Roberts had been discharged because of his union activity and recommended that the board order the company to reinstate him with back pay, plus interest.

In the same decision, Scully addressed another complaint involving the union's attempt to organize advertising department employees.

The judge found that a supervisor had unlawfully threatened an employee by implying that direct dealings between employees and management would be prohibited if they were represented by a union. He said this was "a clear threat of loss of a benefit."

Scully recommended that the company be ordered to post a notice to employees stating that it will not threaten them with loss of benefits because of their support for the union.

The company is appealing Scully's decision to the board.

(Greensboro News Co. and Greensboro Printing and Graphic Communications Union, JD-535-83 [Ricci]; JD-543-83 [Scully])

Members of the Graphic Communications International Union visit The Newspaper Center. With ANPA's Mary Sepucha are (from left): William A. Schroeder, GCIU vice president; Thomas Brennan, president of GCIU Local 13-N of Detroit; and Walter Lypka, GCIU education director/technical and occupational health training.

Newspaper's conduct said lawful

An administrative law judge has recommended that the National Labor Relations Board dismiss a complaint against The Tribune Chronicle of Warren, Ohio, alleging that the newspaper committed unfair labor practices during its campaign against a union that sought to represent a bargaining unit of all employees.

The complaint was based on charges filed by Local 721 of the International Union of Electrical, Radio and Machine Workers after it lost 119-97 an April 6, 1981, representation election conducted by the NLRB.

The union charged, among other things, that before the election the company unlawfully threatened employees with loss of benefits if they voted for the union.

Judge James J. O'Meara Jr. found that alleged statements to employees by supervisors were taken out of context or made to appear as positive statements "when such was not the fact."

He said that while the company engaged in an "aggressive" campaign to persuade employees to reject the union, its conduct was not unlawful. The company "consistently" told employees that matters such as wages, hours, and other terms and conditions of employment were "negotiable" if the union became their bargaining agent.

"The employer has a right to campaign for the defeat of the union," O'Meara said.

He noted that a company is free to tell employees its views about unions, so long as the communication does not contain a threat of reprisal or promise of benefit.

(The Tribune Co. and International Union of Electrical, Radio and Machine Workers, JD-545-83) □

N.Y. Times pacts Ok'd; Guild still talks to Post

Members of all 10 unions at The New York Times have ratified three-year extensions of their labor contracts. The contracts were due to expire March 30.

Negotiations to extend the contracts began early last year [presstime, March 1983, p. 47]. In its proposals, the Times offered pay increases totaling $110 a week over the three-year period, plus a bonus increase of $25.93 a week retroactive to March 31, 1983, for early acceptance.

Unions at the New York Daily News had previously agreed to a three-year extension of their contracts. At the New York Post, all the unions except The Newspaper Guild have agreed to extensions. □

Pressmen's dismissal overturned

Three pressmen at the San Jose (Calif.) Mercury and News who were fired for drinking alcoholic beverages in a vehicle on the company's parking lot have been reinstated by an arbitrator.

Arbitrator Harvey Letter found that discharge was "an excessive penalty" for the offense.

"However," Letter said, "a substantial penalty is warranted." He ruled that the four-month period between the pressmen's discharge and the date of his award would be counted as a disciplinary suspension without pay.

The severity of the discipline "should serve to impress" upon others the importance of complying with work rules, the arbitrator said. One of the grievants had worked for the newspapers 15 years, and another 11 years; neither had ever received a disciplinary suspension. The other had worked there only for a short time.

In 1979, the company had informed the grievants' union, San Francisco Web Pressmen's and Platemakers Union No. 4, a subordinate of the Graphic Communications International Union, that employees found drinking alcoholic beverages at any time on company premises, including the parking lot, would be dismissed.

The warning was subsequently included in rules posted next to the employees' time clock. From time to time thereafter, the rule was discussed with union officials.

Letter found the events that led to the discharges were "undisputed." At the end of the work shift on Aug. 12, 1983, the grievants—joined at times by others—drank at least a case of beer in a van on the parking lot between 5 a.m. and 9:30 a.m., when they were confronted by the pressroom foreman and other management employees.

The grievants were ordered to remain on the scene until their union representative arrived, but they left. Dismissal notices were issued later that day to each of them.

While the arbitrator found a clear violation of the company's rule against drinking or possession of intoxicating beverages on company property, he said the pressmen could not be charged with insubordination for failing to remain with the van until the union steward appeared. He said management was evidently "attempting to preserve the untidy picture" for use in proceedings involving the steward.

"Thus viewed," he said, "this matter does not present employees refusing to comply with a management work order or direction that is work-related. It is also noted that the asserted insubordination involved the grievants while they were not on work time. Under the parties' past practice, where an employee—who is not on duty—is to be the subject of discipline, a meeting with the union chapel chairman (steward) does not take place until the employee's next work shift."

Letter also noted that security guards, via closed-circuit television, had observed the grievants drinking as early as 7 a.m. and did not consider it important enough to report the matter.

Letter found there had been "significant laxity" in the enforcement of the rule against drinking on the parking lot. "It appears that top management has been unaware of the failures to implement the rule," he said. "The laxity of enforcement may reasonably be viewed as a circumstance that lessens the seriousness of the grievants' infraction of the rule." □

Additional arbitration awards

Baltimore Sun, ITU: William M. Edgett ruled that the company did not violate a mailers' union agreement by subcontracting the direct mailing of zoned editions.

New York Daily News, Guild: Arthur Stark upheld the company's withholding of a day's pay from the salary of an employee who was absent because of illness.

San Jose (Calif.) Mercury and News, Teamsters: Gerald R. McKay converted to 30-day suspensions the discharges of two circulation district managers for falsification of records during a contest for new subscribers.

Terre Haute (Ind.) Tribune-Star, Guild: J. Harvey Daly found that a circulation employee who quit his job had not been in the union's bargaining unit for a sufficient length of time to qualify for severance pay.

Washington Post, Guild: James V. Altieri ruled that copy desk jobs had been "substantially altered" by the introduction of VDTs and directed the parties to bargain over the proper rate of pay for the changed jobs.

(Full texts are available from the ANPA Labor and Personnel Relations Department at The Newspaper Center.)

Sacramento rulings appealed

Arbitrator Harvey Letter has ruled that The Sacramento Bee violated a labor contract by failing to reinstate so-called "sympathy" strikers who have lifetime job guarantees with the newspaper. Less than a month before his Feb. 6 decision, NLRB Administrative Law Judge Michael D. Stevenson found that the Bee had not violated the Taft-Hartley Act by refusing to reinstate the striking printers.

The apparent conflict between contract law and the federal labor law will be the subject of further litigation as both parties appeal.

The company is seeking to have Letter's award overturned in U.S. District Court.

Meantime, Typographical Union No. 46 has appealed Stevenson's decision to the National Labor Relations Board.

The 57 printers were permanently replaced after they refused to cross a 1978 picket line of Mailers' Union No. 31, a local that also is affiliated with the International Typographical Union.

In mid-1978, a dispute arose over whether the "sympathy strike" by the printers meant a cessation of their job guarantees. That issue was decided by Arbitrator William Eaton, who held that the printers had not forfeited their jobs. His award was upheld in the 9th U.S. Circuit Court of Appeals, and in 1982 the U.S. Supreme Court refused to review the decision [presstime, Jan. 1983, p. 37].

Arbitrator Letter's award directed the Bee to reinstate the strikers and reimburse them for any loss of earnings and benefits. He remanded the matter to the parties to attempt to liquidate the amount owing to each employee but retained jurisdiction to decide any matters the parties cannot resolve.

(McClatchy Newspapers d/b/a The Sacramento Bee and Central Valley Typographical Union No. 46, ID-[SF]-3-84) □

Arbitrator upholds dismissal of San Jose copy editor, 50, with 13 years' seniority

The discharge of a veteran editorial employee for unsatisfactory work performance was recently sustained by an arbitrator.

"This is a painful case," said Arbitrator J. J. Griffin. "The discharge of a 50-year-old man with 13 years' seniority cannot be lightly undertaken. As tragic as its consequences may be . . . the record before me establishes that the company did not so lightly approach his termination."

The grievant had been hired by the San Jose (Calif.) Mercury and News as a journeyman copy editor in 1969. He worked in various assignments—mainly editing non-breaking news such as Sunday features—until 1978 when he was assigned to the Mercury's copy desk. He was fired on Feb. 19, 1982, and given 26 weeks' severance pay.

Early in 1981, the arbiter noted, a new executive editor was appointed, and one of his first priorities was to evaluate the staff. During the summer of that year, both the managing editor and the associate editor discussed with the grievant what they said were his shortcomings in meeting the demands of a higher standard of editing. When his work did not significantly improve, the copy editor was given a three-day disciplinary suspension and a warning that failure to improve could result in discharge.

In the fall, as required under the labor agreement with Local 98 of The Newspaper Guild, he and the union were given two weeks' notice of the company's intention to discharge him.

However, the company withdrew the notice of discharge after the Guild suggested that some of the grievant's copy-editing errors might be attributable to faulty vision. The company subsequently supplied him with new eyeglasses.

The grievant was given additional time to improve and was assigned to a new editor for "another look through new eyes." Still, various editors found his work to be substandard, and he was discharged.

In the arbitration proceeding, the union argued that the company could have found other work the man could perform satisfactorily. The company, though, noted that all editorial work requires fluency in written expression and accuracy in facts, spelling, punctuation and grammar. It also noted that the grievant had been referred to the personnel department for assistance in getting another job at the newspapers, but he failed to consult that department.

Arbitrator Griffin said he was "sympathetic" to the union's argument that it was not the grievant's work that was in decline, but rather the upgraded standards against which he was being judged. But, he said, "I am obviously and properly barred from preventing this or any other employer from upgrading its standards, even where, as here, that upgrading results in injury to a senior employee."

The standards were evenhandedly applied to all employees, he noted. □

Recent contract settlements

Houston Chronicle and Houston Post, GCIU: Three-year agreement covering pressroom employees; retroactive to July 16, 1983.

Minneapolis Star and Tribune, Guild: Three-year agreement covering news and editorial employees, promotion department artists and district managers; retroactive to Aug. 1, 1983.

Minneapolis Star and Tribune, ITU: Five-year agreement covering mailroom employees; retroactive to July 1, 1983.

San Diego Union and Tribune, ITU: Three-year agreement covering composing room employees; retroactive to Aug. 8, 1983.

Seattle Times, Guild: Three-year agreement covering editorial and commercial employees, retroactive to July 22, 1983.

Washington Post, Guild: Agreement covering editorial and commercial employees effective Nov. 28, 1983, through July 9, 1986, with wage increases retroactive to July 12, 1982, and July 11, 1983.

(Details in March 1984 ANPA Labor & Personnel Relations Letter.)

Motor route carriers ruled not employees by NLRB and Virginia agency

Motor route drivers delivering the Chillicothe (Ohio) Gazette are independent contractors rather than employees of the newspaper, an NLRB official has ruled.

The ruling by James L. Ferree, the acting NLRB regional director in Cincinnati, resulted in the dismissal of a petition filed by Local 159 of the Teamsters to represent the drivers in collective bargaining.

Among the factors indicative of independent contractor status, Ferree found, were that the drivers:

- Are free to decide whether to hire helpers and substitutes and to set their terms and conditions of employment
- Are permitted to hold outside jobs
- Have the opportunity to increase their profits by deciding how many newspapers to buy
- Are responsible for providing and maintaining their vehicles.

Ferree also noted that the company does not train, supervise, discipline or monitor the drivers or their helpers in the performance of their duties, makes no deductions for taxes and provides no fringe benefits.

(Chillicothe Gazette and Teamsters Union Local No. 159, Case No. 9-RC-14392)

• • •

The Virginia Employment Commission ruled that motor route carriers delivering The News and The Daily Advance of Lynchburg are independent contractors, not employees, under the Virginia Unemployment Compensation Act.

The decision overturned the findings of a field tax representative in an audit of Carter Glass Newspapers Inc.

The commission noted, among other things, that when the carriers enter into a distribution contract with the company, they do not complete employment applications or take any tests, as do the company's employees. Also, the carriers use their own vehicles, do not receive any benefits such as paid vacations, and are not covered under the workers' compensation plan.

In addition, the commission found, the company exercised "no control at all" in how the carriers performed their work. Under the Code of Virginia, the carriers are engaged "in an independently established trade, occupation, profession or business," the commission said. □

Triple-I makes second sale

It's official: After more than three years in the marketplace, Information International Inc. has sold a second newspaper pagination system.

The board of directors of Dow Jones & Co. Inc. in February gave final approval of the previously announced purchase of an $8.8-million Triple-I system that will serve The Wall Street Journal initially and Barron's financial weekly later on [*pressstime*, April 1983, p. 39].

According to Charles F. Russell, Dow Jones engineering manager for the project, the firm expects to receive a prototype of the system at its Princeton, N.J., research and development facility in June.

"We're going to give ourselves six months to integrate the equipment (Triple-I has) designed with the equipment we've designed," Russell said.

Plans call for the first installation of a working pagination system at Dow Jones' Orlando, Fla., composition and transmission facility, and the firm hopes to make the next installation six months later.

"Installations could go faster," Russell said, if things proceed smoothly. Placement of pagination systems at the other four Dow Jones' regional composition and transmission facilities—in Chicopee, Mass.; Dallas; Palo Alto, Calif.; and Chicago—could take several years. Via satellite hookup, the five facilities service 12 other regional printing plants around the country.

According to Robert R. Brooks, manager of special projects for Dow Jones' Computer Services Facility in South Brunswick, N.J., and co-chairman of the project's development committee, "pilot teams" are being formed to develop and coordinate implementation of the pagination project. The pilot teams, which consist of intermediate Dow Jones managers and Triple-I staff, will determine which personnel will operate the system, how they will operate it and what additional equipment, if any, is needed.

Russell said the system ultimately will "give us the flexibility to get more (text and advertising) into the paper and still meet our deadlines."

Alfred L. Senaughty, president and chief executive officer of Triple-I, said that given the technical expertise of Dow Jones management, the firm's purchase of the Triple-I system "is a tremendous endorsement for Triple-I's approach to pagination." The system will electronically compose all pages, including news stories, display and classified ads, and graphics.

To date, the only other newspaper customer of the Culver City, Calif., electronics company has been the Star-News of nearby Pasadena. □

Metro winners announced

First-, second- and third-place winners have been selected in the 22nd semi-annual Goss Metro Users Printing Quality Contest conducted by ANPA.

In order of finish, they were:

- **Overall:** St. Petersburg Times and Evening Independent, Cedar Rapids (Iowa) Gazette and Wilmington (N.C.) Star.
- **Black and white:** St. Petersburg Times and Evening Independent, The Statesman-Journal of Salem, Ore., and Wilmington Star.
- **Spot color:** Cedar Rapids Gazette, St. Petersburg Times and Evening Independent, and Wilmington Star.
- **Process color:** Cedar Rapids Gazette, St. Petersburg Times and Evening Independent, and The Orlando (Fla.) Sentinel.

ANPA Technical Research personnel and newspaper production examiners judged the 12 Metro users that entered the contest. □

Uniman moves closer toward full operation

The Uniman 4/2 offset newspaper press donated to ANPA by M.A.N-Roland USA Inc. has been undergoing tests leading to full operation at The Newspaper Center in Reston, Va.

Within the last few weeks two "paper runs," whose purpose was to test the reel stands and align the folder, and an ink run were successfully conducted. During the ink run, the press was put through a battery of tests that as closely as possible mirrored an actual production situation, both collect and straight runs. All pressure settings were done during the run.

Additionally, a new, improved distribution system was installed on the press. The system allows added clearance between the floor and the bottom of the conveyor. The changes in the clearance necessitated adding more equipment, thereby extending the length of the mailroom line.

The press was cemented in, also, and rails for a newsprint transfer table were installed.

After a training period this month for ANPA press technicians, plans for seminars on operating the press will be developed. The press will also be used to test products for double-width presses. □

ANPA's Arthur M. Boudreau checks adjustment of folder.

ANPA technical library progressing ahead of schedule

Although it has a long way to go before completion, the ANPA technical library is moving toward reality more rapidly than was originally expected.

"I'm very impressed with the progress that's been made," said John B. Lake, publisher of the St. Petersburg Times and Evening Independent and chairman of the ANPA Research and Production Committee.

When Lake first proposed creation of the technical library during last summer's ANPA Operations Management Conference and Exposition, he envisioned a project that might take as long as seven years to implement [presstime, July 1983, p. 11].

The technical library ultimately will contain three elements: the software that will do the cataloging of the reference materials; the books, magazines and other technical materials that will comprise the library; and the electronic data base that will contain all the materials in digital form.

While the cataloging software has been developed, and the collection and cataloging of reference materials are under way, collecting all the materials and digitizing them are still years away.

The technical library is being developed at The Newspaper Center in Reston, Va., where the Association's technical operations were relocated last year.

ANPA staff is currently determining which books, articles and other factual information should be acquired for the library. Additionally, ANPA computer specialists are developing "rules of thumb" for computerizing the data and establishing a data base.

Lake is pleased by progress to date.

The library will be located in the George R. Hall Conference Room in the new technical research addition to The Newspaper Center. Books in the technical library will be cataloged according to the Library of Congress method and the catalog will be stored in the data base, as will the catalog of related books now on file in the ANPA library.

In short, the technical library and data base will become an anthology of the Association's internally and externally generated resources on every aspect of newspaper production.

The software for indexing the materials has already been created, according to George Cashau, director/technical research. "The mechanics for internal use are ready," he said. "What we need to do now is compile all the materials."

Cashau said the technical library, when completed, will allow the ANPA staff to respond more effectively and quickly to member newspapers' questions concerning technical problems.

And by the end of the decade, he said, member newspapers may be able to use their own computers via modems and telephone lines to retrieve information on prepress, press and other production problems from the Association's data base. □

Housing forms mailed for Conference

Housing forms will be mailed out this month for "Impact '84—Issues and Answers," the 56th Annual ANPA Operations Management Conference & Exposition. It will take place June 9-13 at the Georgia World Congress Center in Atlanta [presstime, Feb. 1984, p. 46].

The forms, which are required for advance hotel reservations, will be processed through the Atlanta Convention and Visitors Bureau. ANPA has reserved 5,300 rooms at 12 downtown Atlanta hotels for the show.

TECHNOLOGY CALENDAR

• The fourth annual **Seybold Seminars**, focusing on interactive page makeup, digital graphics and electronic printers, will be March 5-9 at the Miramar-Sheraton Hotel in Santa Monica, Calif.

• The **Southern Newspaper Publishers Association** will hold its 1984 Production Conference March 11-13 at the Lincoln Radisson Hotel in Dallas.

• **America•East Newspaper Production Conference** will be March 28-30 at the Hershey Lodge and Convention Center, Hershey, Pa. The annual conference is sponsored by the Pennsylvania Newspaper Publishers' Association and other press organizations.

• The Miami Herald and the Graphic Arts Division of Rockwell International (Goss) will co-host the second worldwide **Goss Quality/Productivity Conference** at the Omni International Hotel in Miami April 7-10.

• The 1984 Annual Forum of the **Flexographic Technical Association** will be May 8-10 at the Sheraton Hotel in New Orleans. For the first time, the program will include a special "breakout session" for newspapers.

• The **ANPA Operations Management Conference & Exposition** will be June 9-13 at the Georgia World Congress Center in Atlanta.

TECHNOLOGY NOTES

• The Shugart Corp., a major original equipment manufacturer of floppy and enclosed-hard disk drives, initiated a **disk-drive repair program** for U.S. users of those products, the firm recently announced.

The Sunnyvale, Calif.-based manufacturer will repair floppy fisk drives at Hudson, Mass., Richardson, Texas, and Milpitas Calif., but only the Hudson and Milpitas sites sill service the hard disks.

• **Publishers Equipment Corp.** is indirectly making an entry into flexography. The letterpress conversion and offset press manufacturer has signed an agreement with Windmoeller & Hoelscher Corp. to provide mechanical components and electrical controls for the flexographic printing press for the Fort Lauderdale (Fla.) News and Sun Sentinel.

Washington Times going national . . .

The Washington Times, which will celebrate its second anniversary May 17, will precede that event with the launching of a national edition April 16 in San Francisco. And on June 4, the edition will appear in Los Angeles.

"At later intervals, we will be launching in as many as 20 major cities all over the country," said Editor and Publisher James R. Whelan.

The general-interest, conservative daily is published by News World Communications Inc., a New York City-based corporation owned by businesses affiliated with the Rev. Sun Myung Moon's Unification Church [presstime, June 1983, p. 49].

The national edition will have two 12-page sections—the first containing national, international and business news, and a weather map, and the second consisting of commentary, editorials and Washington-life features. The national edition will not carry the metro and "magazine" sections that are part of the Washington edition, but some features will be extracted from the magazine section and put into a new format.

Pages will be sent by satellite from the newspaper's Washington plant to The Daily Review in Hayward, Calif., less than 10 miles south of Oakland. Initial press run will be 15,000 to 20,000 copies, Whelan said. The paper will be distributed by mail for same-day delivery in the Bay Area; it also will be sold for 25 cents a copy on the streets there, as well as in Sacramento and other Northern California cities.

In Southern California, the Times will be printed by a commercial shop in Los Angeles and distributed as far south as San Diego.

"We will reach 70 percent of the population of California with same-day delivery," Whelan said.

In selecting printers, Whelan said the company sought "excellent mailing-label capability," color printing capability and space for long-term lease of a satellite dish.

The Washington Times will become the sixth North American daily to go "national" via satellite transmission of pages to remote printing sites. The others are The Wall Street Journal, The Christian Science Monitor, The New York Times, USA Today, and The Globe and Mail of Toronto.

In February, The New York Times announced that it will begin printing its national edition this spring at a fifth location—the American-Statesman in Austin, Texas. The initial press run will be 10,000 copies for the weekday edition and 15,000 for the Sunday edition. □

. . . as USA Today looks overseas

Ending several months of speculation, USA Today announced Feb. 21 the formation of a six-member "international task force" to explore the printing and sale of the daily overseas.

Allen H. Neuharth, chairman and president of Gannett Co. Inc., said the group "will explore whether there is a viable market" for the paper in Europe and the Pacific. The task force will study production and distribution capabilities, as well as sales potential. It will then produce a business plan, "after which a decision will be made whether to expand into one or both overseas areas," Neuharth said.

Vincent E. Spezzano, Gannett's senior vice president/communications, will head the task force. He said a foreign edition would retain the name USA Today and not be called, as had been rumored, World Today.

Already publishing in both Europe and Asia are the International Herald Tribune, The Wall Street Journal, and The Stars and Stripes, the latter serving U.S. forces stationed overseas and their families. □

Recent acquisitions

Cox Enterprises Inc., Atlanta, acquired substantially all of the Soldwedel family interest in The Yuma (Ariz.) Daily Sun. The other half-interest in the newspaper was acquired last year by Donrey Media Group from the Osborn family.

Stauffer Communications Inc., Topeka, Kan., acquired The Brainerd (Minn.) Daily Dispatch, circulation 14,214. □

News, features staffs to merge in St. Paul

The news and features staffs of the St. Paul (Minn.) Pioneer Press (morning, circulation 102,879) and St. Paul Dispatch (evening, 101,541) will be merged April 2.

Executive Editor David Hall said the change is being made for "efficiency and to put us in a better position competitively."

In St. Paul's twin city of Minneapolis, the evening Star and morning Tribune were merged in 1982 into the all-day Minneapolis Star and Tribune.

But Hall emphasized that the merger of news staffs (the editorial-page, business and sports staffs have traditionally served both papers) will leave St. Paul with "two different papers. . . . There is still a desire in this market for an afternoon paper."

The move will not result in any layoffs, Hall said, and there is "enthusiasm" among the staffs for the change. "Most people believe we're going to have better newspapers. We're trying to get the maximum amount of staff input."

"On balance, they're going about it in a decent, humane way," said John Carmichael, executive secretary of the Twin Cities Newspaper Guild, the union that represents the employees. He noted that a joint Guild-management committee has been meeting on a weekly basis.

The dailies are owned by Knight-Ridder Newspapers Inc.

The St. Paul merger will be the 11th such consolidation since 1980. In addition to the mergers reported previously [presstime, June 1983, p. 48], The News and The Daily Advance of Lynchburg, Va., merged their news staffs in June 1980. □

Reuters sale gets OK

The British government said that even though there is widespread "public concern" about the pending public stock sale of Reuters Ltd., it will not intervene.

Critics of the sale said it could violate the agreement under which Reuters was set up: that it be regarded as "in the nature of a trust rather than an investment."

But a government spokesman said that the history of Reuters "supports the view that the company does best when its independence from government is not compromised." The sale of stock is expected to begin this spring [presstime, Jan. 1984, p. 54]. □

Chicago p.m. planned

After nearly three and a half years of planning, the Chicago Post is now scheduled to begin publication as an afternoon daily sometime this summmer.

Newspaper consultant John R. Malone, president of the fledgling publishing company, said interviews are being conducted with prospective staffers, and publication "may begin in June or July." Plans call for a news-editorial staff of about 100 people, he said.

Aiming to reach homeward-bound commuters with three afternoon editions a day, the Post also hopes to capitalize on reader discontent with editorial changes in the Chicago Sun-Times, Malone said. More than 65 editors and writers, out of an editorial staff of 340, have left the Sun-Times since its acquisition Jan. 9 by Australian press magnate Rupert Murdoch [presstime, Feb. 1984, p. 50], a newspaper spokesman said.

Half of the Post's initial press run will be printed by the Chicago Tribune and half at another Chicago area plant that already prints the Midwest edition of The New York Times, according to Malone.

Although he was reluctant to discuss the group of backers he and an associate, Christopher K. Thomas, are pulling together, Malone did say that "delicate" talks are under way, and a group of "four to nine investors—all of whom are, or have been, newspaper owners"—will probably emerge [presstime, April 1983, p. 53]. □

Newspaper institutes proposed

Empire State College, Brigham Young University, and a third, as-yet unnamed college will propose the creation of three institutes in newspaper management.

The institutes, which would be housed at the three schools, would provide training materials, seminars, consultation services and college credit for adults working in the newspaper business, according to Scott Chisholm, director of Empire State's new degree-granting program in newspaper circulation marketing and management.

He said $2 million will be sought to establish each institute, but he declined to specify potential sources of funding.

The Circulation Marketing and Management Institute would be located at Empire State's Genessee Valley Learning Center in Rochester, N.Y. Empire State is part of the State University of New York system. The Institute of Newspaper Advertising Sales Administration would be located at Brigham Young in Provo, Utah, where there is an existing undergraduate program in media sales administration. Negotiations for the location of the third institute, the News/Editorial Media Management Institute, have not been completed, Chisholm said. □

Ad spending jumps 20% over last November

Advertising expenditures in U.S. daily newspapers last November were 20.3-percent higher than in November 1982, according to preliminary estimates by the Newspaper Advertising Bureau.

Classifieds had the highest percentage increase—25.5 percent, to 16 million. Retail expenditures rose 19.3 percent to $1.227 billion, and national spending was up 15.5 percent, increasing to $273 million. The November 1983 combined total for all categories was $2.016 billion.

The 20.3-percent November gain exceeded the overall rate of increase in expenditures for the first 11 months of 1983—16.8 percent. □

Changes in command

The **International Newspaper Advertising and Marketing Executives,** at its sales conference Jan. 29-Feb. 1 in New Orleans, elected the following new officers:

- *President*—Woodrow G. Shadid, The Daily Pantagraph, Bloomington, Ill.
- *President-elect*—John A. Wolf, Dallas Times Herald
- *First Vice President*—Robert C. Momsen, St. Paul (Minn.) Pioneer Press and Dispatch
- *Second Vice President*—Alan H. Dant, The Plain Dealer, Cleveland.

Survey shows 80% of dailies adopting SAUs

Preliminary results of an ANPA-Newspaper Advertising Bureau survey indicate widespread acceptance by daily newspapers of the expanded Standard Advertising Unit system.

According to Charles M. Kinsolving Jr., NAB vice president marketing/new technology, 80 percent of the 935 dailies returning questionnaires indicated they will be in full conformance with the SAU system on the scheduled July 1 implementation date [presstime, Jan. 1984, p. 14]. These newspapers account for 76 percent of U.S. daily circulation, he noted.

For broadsheet newspapers to be considered to be in full conformance, they must have a six-column format, a 13-inch-wide printed page, and base advertising prices on the column inch. For tabloids, full conformity generally means a five-column format and pricing by the column inch.

A total of 1,577 dailies were sent questionnaires, and 59 percent have returned them. The responding papers represent 81 percent of total daily circulation.

An even larger percentage of the responding papers indicated they will adopt parts of the system. Ninety-eight percent said they will accept advertising in SAU sizes; 97 percent said they will bill in inches; and 89 percent said they will adopt the rate card format recommended by the International Newspaper Advertising and Marketing Executives. □

ANCAM still studies headquarters move to Virginia

The Association of Newspaper Classified Advertising Managers is continuing to study the feasibility of moving its headquarters from Danville, Ill., to The Newspaper Center in Reston, Va.

At a meeting Jan. 27, the association's board discussed relocating to Reston but made no final decision, according to ANCAM President Richard E. Riggins, classified advertising manager of the St. Petersburg Times and Evening Independent [presstime, Feb. 1984, p. 37].

Riggins said the ANCAM Long Range Planning Committee will provide further information to the board at its June 16 meeting. □

98th Annual ANPA Convention

April 30-May 2 • Montreal Convention Centre

Don't miss ANPA's first Convention outside the United States.

Canadian Prime Minister Pierre Trudeau tops the list of headliners scheduled to speak. Fifteen clinics focusing on a wide variety of newspaper topics—including news, circulation, advertising and labor issues and the latest developments in telecommunications and electronic publishing—are included in the three-day agenda. Tours of beautiful Montreal, the world's second-largest French-speaking city, are available.

Deadline for returning Convention Registration Forms is March 15!
If you haven't received one, call ANPA at (703) 620-9500, ext. 333, 334, 242 or 243.

Johnson, Chapman head list of ANPA officer nominees

Four new ANPA officers and four new directors will be elected at the Association's annual business meeting May 1, during the ANPA Convention in Montreal.

Richard J.V. Johnson, president of the Houston Chronicle, will be nominated by the ANPA Nominating Committee to become ANPA chairman and president. Currently the Association's vice chairman, Johnson became a member of the ANPA Board in 1978 and has served as the Association's treasurer. He also has been a member of the Labor and Personnel Relations Committee, was chairman of the Facilities Planning Committee that developed plans for the recently dedicated addition to ANPA headquarters in Reston, Va., and headed the action group that developed presstime as the Association's journal.

Treasurer Alvah H. Chapman Jr., president and chief executive officer of Miami-based Knight-Ridder Newspapers Inc., will be nominated to become vice chairman of the Association. An ANPA director since 1977, he has served as secretary, as a member of the Government Affairs Committee, and as chairman and president of ANPA Foundation.

Director K. Prescott Low, president and publisher of The Patriot Ledger, Quincy, Mass., will be nominated to become secretary. On the Board since 1978, he is chairman of the ANPA Government Affairs Committee and former chairman of the newspaper business' Tax Law Action Group.

Director Arthur Ochs Sulzberger, chairman of The New York Times Co. and publisher of The New York Times, will be nominated to become treasurer. A Board member since 1980, he is a member of the ANPA Government Affairs, Audit and Employee Retirement Plan Trustees committees, and serves on the ANPA/Newspaper Advertising Bureau Audit Bureau of Circulations Liaison Committee. He also has been a member of the Telecommunications Committee and the Facilities Planning Committee.

The Nominating Committee, headed by Katharine Graham, chairman of The Washington Post Co., also will nominate the following four newspaper executives for election to two-year terms as directors:

Johnson

Chapman

Low

Sulzberger

Brumback

Martz

Montgomery

Moroney

• Charles T. Brumback, president and chief executive officer of Chicago Tribune Co. He is a director of Tribune Co., parent company of Chicago Tribune Co., and a trustee of Robert R. McCormick Charitable Trust; past president of the Florida Press Association; and a former director of the Institute of Newspaper Controllers and Finance Officers. He is a graduate of Princeton University and did post-graduate studies at the University of Toledo.

• Uzal H. Martz Jr., president of J.H. Zerbey Newspapers Inc. and publisher of the Pottsville (Pa.) Republican. He is vice president-finances of the board of trustees of the Pennsylvania Newspaper Publishers' Association Foundation; past president of PNPA, INCFO and the Pennsylvania Associated Press Publishers Association; a member of the ANPA Telecommunications Committee; former chairman of the ANPA Research and Development Committee, and a former member of the Research and Production, New Press Design, Facilities Planning, and ANPA/Canadian Pulp and Paper Association Technical Section Joint Standing committees; a former member of the SAT-FAX Project Management Group; and a former representative of INCFO to the Newspaper Readership Project. He received bachelor's degrees from Pomona College and the Massachusetts Institute of Technology and a master's degree from MIT.

• John Grey Montgomery, vice president and publisher of Montgomery Publications Inc., Junction City, Kan. He is vice chairman of the ANPA Environmental Committee; trustee of the William Allen White Foundation; past chairman of the Kansas-Missouri Associated Press; and chairman of the Kansas Board of Regents. He graduated from Yale University and received a master's from Stanford University. Montgomery Publications publishes the Daily Union in Junction City and has several other newspapers and broadcast properties.

• James M. Moroney Jr., president and chief executive officer of A.H. Belo Corp., Dallas. He is a director of the Newspaper Advertising Bureau and the Texas Daily Newspaper Association. A graduate of the University of Texas, he has worked since 1946 at The Dallas Morning News and its related radio and television stations, becoming head of A.H. Belo last year.

ANPA directors who will be nominated for re-election to additional two-year terms as directors are:

Garner Anthony, chairman and chief executive officer of Cox Enterprises Inc.,

Atlanta; Frank A. Bennack Jr., president and chief executive officer of The Hearst Corp., New York; William H. Cowles 3rd, publisher and president The Spokesman-Review and Spokane Chronicle; Robert F. Erburu, president and chief executive officer of The Times Mirror Co., Los Angeles; Edward W. Estlow, president of The E.W. Scripps Co., Cincinnati; Jacques-G. Francoeur, president of UniMedia Inc., Montreal; Edwin L. Heminger, editor and publisher, The Courier, Findlay, Ohio; Donald N. Soldwedel, president of Western Newspapers Inc., Yuma, Ariz.; and George W. Wilson, publisher of the Concord (N.H.) Monitor and president of Newspapers of New England Inc.

The terms of four directors do not expire this year. They are: Helen K. Copley, chairman and chief executive officer of The Copley Press Inc., La Jolla, Calif.; Charles M. Meredith III, publisher of The Free Press, Quakertown, Pa.; Donald E. Newhouse, president and general manager of The Star-Ledger, Newark, N.J.; and Lloyd G. Schermer, president of Lee Enterprises Inc., Davenport, Iowa.

Four directors will be retiring from the Board at the Convention. They are:

- Mrs. Graham, 1980-82 ANPA chairman and president
- John B. Lake, publisher and executive vice president of Times Publishing Co., St. Petersburg
- Robert G. Marbut, president and chief executive officer of Harte-Hanks Communications Inc., San Antonio
- Warren H. Phillips, chairman and chief executive officer of The Wall Street Journal, New York.

The Houston Chronicle's Johnson has indicated that, if elected chairman and president, he intends to appoint current ANPA Chairman and President William C. Marcil, president and publisher of The Forum, Fargo, N.D., to succeed Mrs. Graham as chairman of the ANPA Executive Committee. That committee is made up of the Association's four elected officers, executive vice president and the immediate-past chairman and president. As immediate past president, Marcil automatically serves two more years as a director. □

ANPA's budget increases 10%; Board sets new limits on future expenditure hikes

ANPA's 1984 budget has been adopted by the Board of Directors. The Board also made several adjustments to the Association's programs in keeping with priorities developed during the year's strategic-planning process.

The budget calls for revenues of $9,695,100 and expenses of $9,160,000, leaving an estimated excess of revenue over expenses of about $559,000 to be applied to contingency reserves and used for capital needs. Those revenue and expense figures represent an increase of about 10 percent over 1983. Also at its January meeting, the Board adopted an expense-increase guideline limiting annual program growth to no more than the rate of growth in ANPA's revenues during the last five years. No change in the dues-computation formula will be needed to finance the 1984 program.

The highlight of the expense budget for 1984 is some $225,000 allocated for postal policy and rate matters. A contribution toward these programs also is provided by the Newspaper Advertising Bureau. Telecommunications public-policy efforts were substantially reduced for 1984. ANPA's full-time staff for 1984 will be 148, including two new employees to handle presstime advertising.

Other highlights of 1984 work will be technical services and research, labor and human resources, training, conventions and conferences, printing quality, information gathering and dissemination and attention to such government-relations issues as freedom of information and content regulation.

After reviewing the recommendations of the Association's standing committees, the Executive Committee and the Board reviewed several budget drafts, ultimately deciding to adopt the expense-growth-limitation guideline and to apply any end-of-year surplus to 1984 reserves and capital needs. The same approach is being taken with the approximately $500,000 surplus achieved during 1983 operations—part of which will help in finishing additional space needed this year at The Newspaper Center for the arrival of International Newspaper Advertising and Marketing Executives [presstime, Feb. 1983, p. 37].

The Board was not able to fund every committee recommendation for 1984, and reductions were required for some suggested government affairs, technical, training, telecommunications and overseas activities. Retention of consultant Dr. Jon G. Udell for regular newsprint forecasting work was discontinued. And, with the increasing activity of the Newspaper Research Council and of other newspaper research programs, the former ANPA News Research Center directed by Syracuse University Professor Maxwell E. McCombs was discontinued. McCombs will continue to be on the ANPA Readership and Marketing Committee.

Also during its meeting, the Board participated in a discussion on public perceptions of the press that will result in a special presentation at the Montreal Convention by Associated Press Executive Vice President Louis D. Boccardi.

The Board received initial recommendations from its technical committees about pressroom environment matters and directed Walter E. Mattson, vice chairman of the Research and Production Committee, to work with the staff in developing detailed project proposals for Board consideration and decision in April. It is anticipated that these proposals will result in multi-year programs to begin later this year and leading to the increased testing and development in ANPA laboratories of new-formula inks, to more frequent pressroom Technical Advisory Service visits to member newspapers, to more monitoring by individual newspapers of lung-function data during employee health screenings, and to work with academic experts on pressroom environment and ink research matters. □

Reed named advertising manager

Jonathan A. Reed has joined presstime as its first advertising manager. The magazine will begin carrying advertising with the April issue [presstime, Oct. 1983, p. 54].

Reed previously worked for 10 years in advertising sales for the National Rifle Association—the last five years as advertising coordinator for the association's three monthly publications: American Rifleman, American Hunter and American Marksman. He also has an extensive background in newspaper advertising, having worked for The Philadelphia Inquirer, the Philadelphia Daily News and the former Washington Daily News. □

New member

Harvard Crimson

Cambridge, Mass. (circulation 3,500). Michael J. Abramowitz, president.

Large crowd forecast for Montreal

Registration for the 98th Annual ANPA Convention "looks good," reports Thomas C. Fichter, ANPA senior vice president and deputy general manager. "We're going to have a large attendance in Montreal."

Planning for the April 30-May 2 Convention is continuing. A day-to-day schedule will appear in April's presstime.

Air Canada is offering a 25-percent discount on normal coach fares to Montreal to those attending the Convention. To receive the discount, call, toll-free 1 (800) 845-5700 and mention ANPA. In Canada, dial 1 (800) 361-7585. □

ANPA

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William C. Marcil, The Forum, Fargo, N.D.
Vice Chairman
Richard J.V. Johnson, Houston Chronicle
Secretary
Robert G. Marbut, Harte-Hanks Communications Inc., San Antonio
Treasurer
Alvah H. Chapman Jr., Knight-Ridder Newspapers Inc., Miami
Chairman of Executive Committee
Katharine Graham, The Washington Post Co.

Directors
Garner Anthony, Cox Enterprises Inc., Atlanta
Frank A. Bennack Jr., The Hearst Corp., New York
Helen K. Copley, The Copley Press Inc., La Jolla, Calif.
William H. Cowles 3rd, The Spokesman-Review and Spokane Chronicle
Robert F. Erburu, The Times Mirror Co., Los Angeles
Edward W. Estlow, Scripps-Howard, Cincinnati
Jacques-G. Francoeur, UniMedia Inc., Montreal
Edwin L. Heminger, The Courier, Findlay, Ohio
John B. Lake, Times Publishing Co., St. Petersburg
K. Prescott Low, The Patriot Ledger, Quincy, Mass.
Charles M. Meredith III, The Free Press, Quakertown, Pa.
Donald E. Newhouse, The Star-Ledger, Newark
Warren H. Phillips, The Wall Street Journal, New York
Lloyd G. Schermer, Lee Enterprises Inc., Davenport, Iowa
Donald N. Soldwedel, Western Newspapers Inc., Yuma, Ariz.
Arthur Ochs Sulzberger, The New York Times Co.
George W. Wilson, Concord (N.H.) Monitor

Staff
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Senior Vice President and Deputy General Manager, Thomas C. Fichter
Vice President/Human Resources, Roy W. Anderson
Vice President/Industry and Public Affairs, Robert L. Burke
Vice President/presstime Editor, James E. Donahue
Vice President and Director/ANPA Foundation, Judith D. Hines
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Director/Telecommunications Affairs, Kathleen Criner
Director/Membership Development, Mark Daly
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Manager/Government Affairs, Martin Casey
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Research Manager/Computer Applications, John W. Jobst
Manager/Information Services, John O. Newman
Manager/Training Services, Stephen E. Palmedo
Manager/Newsprint and Traffic, Joseph F. Prendergast Jr.
Manager/Personnel Relations, Patricia P. Renfroe
Manager/Public Affairs, William Schabacker
Manager/Education Services, ANPA Foundation, Linda B. Skover
Business Manager, Anthony G. Tesoriero
Research Manager/Engineering, Frederick L. Warner

Newspapers should assist high school J-programs

The presstime article on high school curriculum change (December 1983) calls high school journalism classes "enrichment." There is another aspect that should be considered, one that can have serious implications for the newspaper business and newspaper readers.

In 1978, 1979 and 1980, 306 freshman students at the University of North Carolina at Chapel Hill were asked to complete a survey form when they preregistered for Spring courses. All had indicated that they intended to major in journalism.

Their responses indicate that high school journalism helped influence their decisions to major in journalism at the university. Seventy-three percent of the students had worked on their high school newspapers, 61 percent had taken high school journalism courses, 43 percent had worked on their high school yearbooks and 24 percent had worked on their high school literary magazines. Some of the students checked more than one of the above.

Of the 306 students who completed questionnaires, 142, or 46 percent, indicated that their high school journalism experiences led them to choose to major in journalism at the university. . . .

Based on what these students said, cutting high school journalism courses can destroy an important influence on career choices. Some people will no doubt applaud this because they believe that college-level journalism programs have grown too large or they don't like them.

Regardless, if the opportunity for high school journalism is cut, the students, newspapers and the public stand to lose. Students won't get a taste of what, for many, is a good career. They will miss the opportunity to experience in high school the roles and responsibilities of the press in American society. . . .

Newspapers should be defending and assisting high school journalism programs, especially courses and publications that are taught and advised by qualified and enthusiastic teachers and advisers. To do less means many talented young people won't choose careers in journalism, and many others won't understand, demand and support good newspapers.

Carol Reuss, professor
School of Journalism
University of North Carolina
Chapel Hill

More IAPA officers listed

We think you underestimate the international circulation of presstime, judging from your listing only of U.S. officers and directors elected at the Inter American Press Association assembly in Lima, Peru (December 1983).

Your excellent magazine is much in evidence in some important publishers' offices at a number of our member newspapers in Latin America, the Caribbean and throughout Canada.

Specifically, your report omitted election of IAPA First Vice President Maximo Gainza, La Prensa, Buenos Aires, Argentina; Treasurer Oliver F. Clarke, The Gleaner, Kingston, Jamaica; and Secretary Hector Davalos, Novedades, Mexico, D.F.

W. P. William Jr.
executive director
IAPA
Miami

Miami News policies

I would like to clarify a quote attributed to me in David Rambo's article on codes of ethics in your February issue.

While Mr. Rambo quoted me correctly on our not having an extensive written ethics code, such as SDX had developed, I did not mean to imply that The Miami News has no ethics policies, or that these policies have never been committed to writing from time to time for staff. Indeed we do have policies on such things as trips, freelancing, books and records received for reviews, use of confidential sources, and such.

Sue Reisinger, managing editor
The Miami News

Column, design praised

I was delighted to see the (news research) column by Guido Stempel (in presstime). It is my conviction that such an interface with the publishers is vital if journalism education is to thrive.

Congratulations also on the new look of presstime.

Will Norton Jr., chairman
Department of Journalism
University of Mississippi

Advertising

Who is selling advertising for presstime?

Marketing & Media Decisions Magazine sales representatives in four regional offices. To place your ad, contact the office nearest you.

New York

David Bentley
Publisher
Marketing & Media Decisions
1140 Avenue of the Americas
New York, N.Y. 10036
(212) 391-2155

Midwest

Elaine Purnell
Midwest Manager
Marketing & Media Decisions
Suite 530
401 N. Wabash Ave.
Chicago, Ill. 60611
(312) 670-4488

Southeast/Southwest

Ned Quenzer
Quenzer/Stites
2964 Peachtree Road, NW
Atlanta, Ga. 30305
(404) 266-8472

Bob Stites
Quenzer/Stites
2964 Peachtree Road, NW
Atlanta, Ga. 30305
(404) 266-8472

Western

Jenny Bishop
The Bishop Company
13906 Fiji Way, No. 243
Marina Del Ray, Calif.
90291
(213) 827-8203

"We are pleased and honored to have been selected as the advertising sales representatives for **presstime**. Marketing & Media Decisions' in-depth editorial coverage of newspapers as a medium for national advertising makes us uniquely qualified to undertake this important assignment and we look forward to a mutually rewarding association with ANPA in the years ahead."

Bob Gardner, President
Marketing & Media Decisions

Speeches

Single copies of the following speeches are available without charge from the ANPA Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

The Importance of Preserving—and Deserving—Press Freedom
Allen H. Neuharth, chairman and president, Gannett Co. Inc., Rochester, N.Y. Los Angeles Rotary Club, Dec. 2.

Jury Verdict Libel Trends: A Threat to the First Amendment?
Eugene Roberts, senior vice president and executive editor, The Philadelphia Inquirer. Libel Defense Resource Center, New York City, Nov. 17.

Military Plans Must Include Planning for Press Access
Jerry W. Friedheim, ANPA executive vice president and general manager. Joint Chiefs of Staff Panel on Military-Media Relations, Washington, D.C., Feb. 6.

Overview of U.S. Electronic Media Activities
Kathleen Criner, ANPA director/telecommunications affairs. Electronic Publishing Seminar, International Newspaper Color Association—International Federation of Newspaper Publishers Research Association, New York City, Jan. 25.

Keyless Newspaper Printing
Gene Van Kanegan, product manager, Graphic Systems Division, Rockwell International Inc., Chicago. Research and Engineering Council of the Graphic Arts Seminar, Dallas, Dec. 6.

From the International Newspaper Advertising and Marketing Executives annual conference, New Orleans, Jan. 29-Feb. 1:

The Impact of "Junk Mail" on Postal Rates and the Newspaper Business
Otto A. Silha, chairman, Cowles Media Co., Minneapolis, and chairman, ANPA/Newspaper Advertising Bureau/National Newspaper Association Joint Postal Task Force.

What's Really New In Co-op?
John W. Roell, advertising director, The (Tampa) Tribune Co., and Frank Hennessey, vice president, cooperative advertising, NAB, Chicago.

Newspaper Advertising Sales: A Forecast for '84
Craig C. Standen, president, NAB, New York City, and Leo Bogart, executive vice president and general manager, NAB, New York City.

Let's Give Newspapers an Extraordinary Sell
Charles D. Peebler, chairman of the board and chief executive officer, Bozell & Jacobs, New York.

From the Flexographic Technical Association color conference, Atlanta, Dec. 6-7:

Mechanical Requirements and Controls for the Flexo Newspaper Press
James K. Feeney, president, Windmoeller & Hoelscher Corp., Lincoln, R.I.

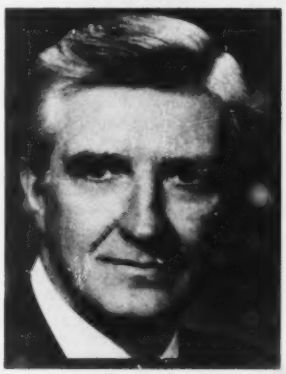
Washington Post Flexo Project
Les Kraft, vice president and general manager, Graphic Systems Division, Rockwell International Inc., Chicago.

Flexo Color Test at Atlanta Journal and Constitution
Paul E. Dickinson, sales manager, Kidder-Stacy Co., Agawam, Mass.

Eugene Roberts

Kathleen Criner

Otto A. Silha



Les Kraft

ANPA *Calendar*

MARCH

ANPA Government Affairs Committee meeting
Mayflower Hotel, Washington, D.C., March 6-7

ANPA Conference for Newspaper Men and Women
Don CeSar Hotel, St. Petersburg, March 11-14

ANPA Readership and Marketing Committee meeting
Washington Marriott, Washington, D.C., March 12

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., March 12-16

ANPA/ASNE/APME Leadership in the Newsroom workshop
Chicago Marriott, March 19-21

ANPA Executive Committee meeting
The Washington Post Co., Washington, D.C., March 20

ANPA Foundation Newspaper in Education Committee meeting
Denver Hilton, March 20

ANPA Telecommunications Committee meeting
Vista International Hotel, Washington, D.C., March 20-22

ANPA Foundation Newspaper in Education Conference
Denver Hilton, March 21-23

ANPA/International Newspaper Promotion Association Strategic Planning Seminar
Conference Center, Hidden Valley, Pa., March 25-29

ANPA Color Separation Techniques for Newspaper Reproduction Seminar
The Newspaper Center, Reston, Va., March 26-30

APRIL

ANPA Training Committee meeting
Hyatt Regency, Long Beach, Calif., April 5

ANPA/Texas Daily Newspaper Association Supervisory Development workshop
Sheraton Dallas Hotel and Towers, April 6-7

ANPA/International Circulation Managers Association/Newspaper Personnel Relations Association Managing People in the Circulation Department Seminar
Sheraton Dallas Hotel and Towers, April 9-11

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., April 9-13

ANPA/ABA Task Force meeting
Washington, D.C., April 11-12

ANPA Press/Bar Relations Committee meeting
Washington, D.C., April 11-12

ANPA Board of Directors meeting
Bonaventure Hotel, Montreal, April 28

ANPA Foundation Board of Trustees meeting
Bonaventure Hotel, Montreal, April 28

ANPA Foundation/AEJMC Cooperative Committee on Journalism Education meeting
Hyatt Regency, Montreal, April 28

ANPA Labor and Personnel Relations Committee meeting
Bonaventure Hotel, Montreal, April 29

ANPA Annual Convention
Montreal Convention Centre, April 30-May 2

ANPA Management Introduction to Newspaper Technology Seminar
The Newspaper Center, Reston, Va., April 30-May 4

MAY

ANPA Board of Directors meeting
Montreal Convention Centre, Montreal, May 2

ANPA Foundation Board of Trustees meeting
Montreal Convention Centre, Montreal, May 2

ANPA Offset Press and Plate Seminar
The Newspaper Center, Reston, Va., May 14-18

ANPA/ASNE/APME Leadership in the Newsroom workshop
Back Bay Hilton, Boston, May 21-23